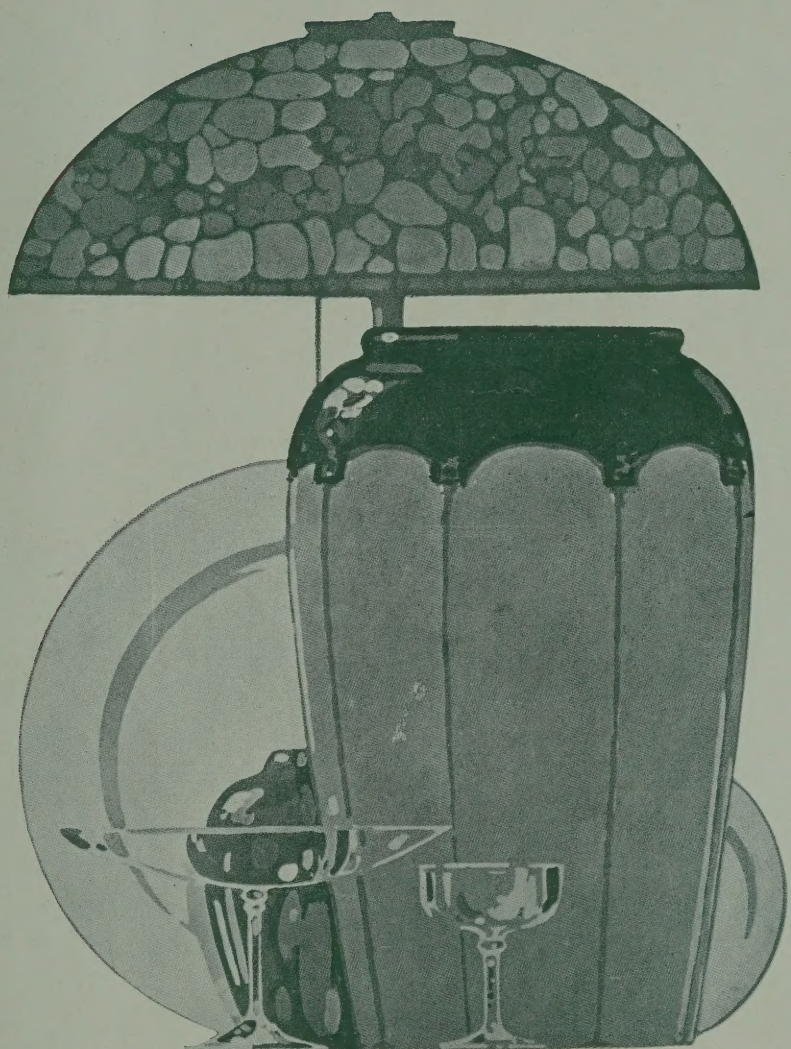
Pottery & Glass



CHRISTMAS NUMBER

HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE NEW YORK

Volume XIII No. 6 DECEMBER, 1914 25c. a Copy $2.00 a Year

Rosenthal

FINE CHINA

Theresienthal

FINE GLASSWARE

Leerdam-Bayel

HOTEL GLASSWARE

Factories Working
New Samples Ready

SOLE AGENTS

GRAHAM & ZENGER

104 FIFTH AVENUE

Haviland China

is stamped

Haviland
France
on white china

Haviland & Co
Limoges
on decorated china

We respectfully remind dealers that the china stamped "**Haviland**" or "**Haviland & Co.**" is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "**Haviland China**" for our ware would oblige us to sue the offender for damages.

Haviland & Co.
11 East 36th St., New York

The House of Real Quality and Promptness

Central Glass Works

WHEELING, W. VA.

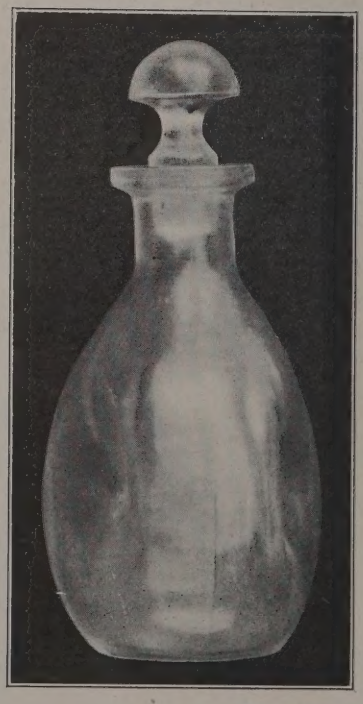
Manufacturers of

Lead Blown, Pressed and Drawn Stemware, Blown and Pressed Tumblers, Decanters, Carafes, Jugs, Oils, etc., Hotel, Club and Cafe Glassware.

Our Specialty:

Deep Plate Etched, Monogram and Crest Work for Hotels, Railroads, Clubs and Steamships.

If you want real Quality Glassware and prompt deliveries, try us and be convinced for yourselves.



New lines on display for 1915
at our Branch Offices:

A. P. Doctor, 66 W. Broadway, New York.
Thos. Downs, Jr., 610 Denckla Bldg., Philadelphia, Pa.
John E. Sawyer, 157 Summer St., Boston, Mass.
Green & Thomas, 33 S. Charles St., Baltimore, Md.
E. S. Pease & Co., 700 Main St., Buffalo, N. Y.
Bersback, Maloney & Co., American House, Denver.
Himmelstern Bros., 718 Mission St., San Francisco, Cal.
Thos. H. Butcher, Chicago and Middle West.

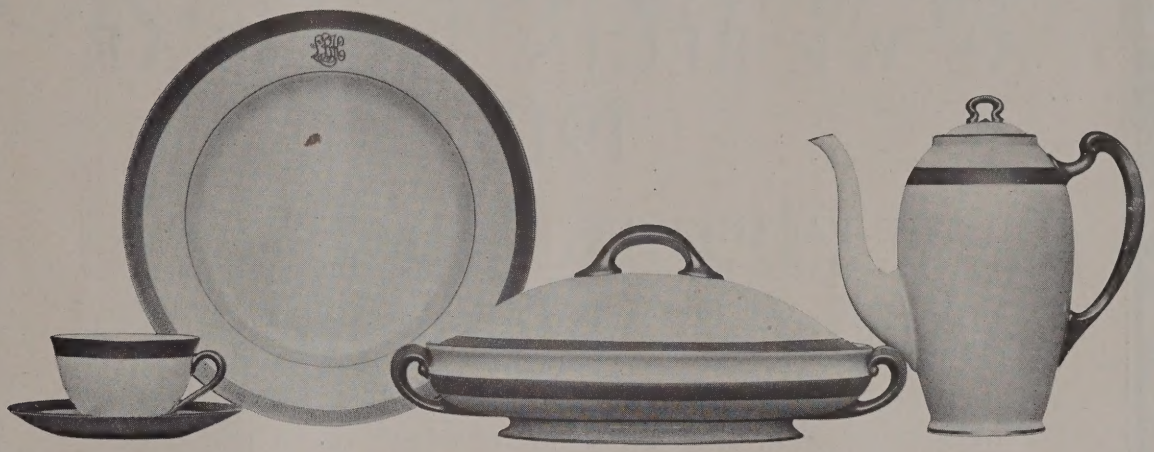
Lenox Bone China

LENOX

Lenox Belleek China

COMPLETE IN DINNER, BREAKFAST AND TEA SERVICES

DISTINCTION **QUALITY** **SATISFACTION**



One of the New LENOX Half-inch Encrusted Gold Borders No. J19

LENOX, INCORPORATED

TRENTON, N. J.

WALTER S. LENOX, President

FINE TABLE GLASSWARE

No illustration can do justice to this line. It must be seen.

A complete assortment of new goods.

Is always on view at our various salesrooms. It is there for your convenience. Call and see it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 92 West Broadway, New York

JOSEPH TOMKINSON, 213 Commercial Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore

MARSH & KIDD CO., 617 Mission St., San Francisco

H. B. HOLLIS, 157 Federal St., Boston, Mass.

To Our Friends and Customers We Offer the Following

REASONS FOR SATISFACTION AS WE BEGIN THE YEAR 1915

THE FACTORY OF PORCELAINES G D A has not ceased manufacturing since the commencement of the war and is now shipping with little more than ordinary delay.

THERE HAS BEEN NO LESSENING of care or attention in the selection of white or in the decorating of the wares they are shipping.

MR. GERARD ASSURES US that he has the situation well in hand and can fill all orders for any class of designs as usual and, so far as he can judge, this condition will continue.

THE NEW SAMPLES FOR 1915 will be ready for inspection early in January; the larger part has already arrived and the balance is now following.

OUR NEW YORK STOCK is in fine condition; the unusual demands of August and September made large gaps in our open stocks and white dinner ware, but shipments recently received have, in most cases, remedied this, and with the exception of open stock decors 9863 line, 9528, 10122, we can supply what you may need without delay. These three patterns will also soon be complete, as important quantities are now on the way.

Wishing you the Compliments of the Season, we are,

Most cordially yours,

Haviland & Abbot Company

95 Madison Avenue (corner 29th Street)
New York City

FRANCE C.A. DÉPOSÉ C. AHRENFELDT LIMOGES

FRANCE C.A. DÉPOSÉ C. AHRENFELDT LIMOGES

CREATIONS *for* 1915

IN THE

Celebrated Ahrenfeldt China

MANUFACTURED AT LIMOGES, FRANCE

AND IN

THE ART CHINA PRODUCED BY THE

V. Schierholz'sche Porzellanmanufactur

PLAUE, Thuringia

WILL BE AS NUMEROUS AND ATTRACTIVE AS EVER BEFORE, DESPITE THE WAR

ORIGINALITY IN SHAPES AND DECORATIONS, APPEALING TO GOOD TASTE, WILL PREVAIL THROUGHOUT BOTH LINES

Moderate Prices

HERMAN C. KUPPER

Importer

50, 52 and 54 MURRAY STREET, NEW YORK

Schierholz

Schierholz

Your Supply of OPEN STOCK DINNERWARE

Is Safe If You Carry Our Popular Priced Patterns

We are regularly adding to our New York stock and for the coming year are showing many new and original patterns in open-stock dinnerware that will sell anywhere.

FRENCH DINNERWARE OF QUALITY

All our factories are operating steadily. We have no reason to fear a shortage of supply. You can order from stock for immediate delivery, now. Send for samples if unable to see the line in New York.

FRENCH WHITE CHINA

We are prepared to take prompt care of your white china wants. A large stock is at your disposal. Full assortment of staples and fancy pieces for china decorators. Write for catalogue.

VOGT & DOSE

65 Barclay Street NEW YORK, N. Y.

Don't Fail to See this Line When in Pittsburgh

We have a display at our showrooms, *South Eighth and Sarah Streets.* A very comprehensive line of fine Decorated Glassware in ruby, ruby and gold; also a collection of souvenirs that merit your attention.

The complete line is also on show at our New York and Northwestern Agencies

DAVIS & BRAISTED
Minneapolis, Minn.

The Oriental Glass Co.

Pittsburgh, Pennsylvania
Take Carson Street Car to Eighth Street

A. P. Stock, President **O. J. Stock, Sec. and Treas**

OUTPUT COMPANY OF AMERICA
THE CENTURY CUT GLASS CO.

WE LEAD IN NOVELTIES, IN STAPLES, IN PRICE. YOU CANNOT AFFORD TO VISIT NEW YORK WITHOUT SEEING OUR LINES. SEND FOR LISTS OF OUR WONDERFUL ASSORTMENT FOR SPECIAL SALES.

VON COLSON-FAY, INC.

RICH CUT GLASS

FIFTH AVENUE BUILDING ROOM 305 200 FIFTH AVENUE, NEW YORK

This mark stands for the best selling and most satisfactory lines of art, glazed and utility pottery "Made in the U. S. A."

"The Lines That Sell"

See the New and Complete Line

At Pittsburgh
DURING MONTH OF JANUARY
Room 726 Fort Pitt Hotel

At New York
Cox & Lafferty
25 Park Place

The four photographs reproduced on this page show interior arrangements of the three china, glass and housefurnishing stores of the Folwell Crockery Co. The two upper views show sections of the pressed and blown glassware and fancy china and lamp departments on the main floor of the Iowa City, Ia., store. The great variety of the stock carried gives a splendid idea of the possibilities of the business. On the lower left-hand side the Racine, Wis., store is shown while the Davenport, Ia., store is on the right. For text see page 33.

POTTERY & GLASS

VOLUME XIII. No. 6. NEW YORK, DECEMBER, 1914. TERMS: $2.00 per year in advance 25 cents per copy.

Mathematical or Rule---of Thumb Business

MOST BUSINESS MEN FAIL BECAUSE THEY REALIZE OR APPRECIATE ONLY ONE SIDE OF BUSINESS

BUSINESS, the modern efficiency managers to the contrary, notwithstanding, is not a cut-and-dried science. It is not a definite series of actions and reactions. It cannot be run on any rule-of-thumb system. Ninety-nine per cent. of its existence involves the personal element. And the personal element never has, and never will be, until all of us become automatoms, an exact, preordained factor.

Business has all the traits of the human mind—because human beings evolve, guide, and develop it. Those "systems" which a merchant thinks he collects and codifies, in the conduct of his commercial life are not *systems*—they are the results merely of certain experiences which may or may not be repeated again. Real business successes, therefore, is the ability to judge what may happen in a certain proposition in which the human element enters. It is an accumulation of past experiences, of all types stored away, not for guides or precepts, but as tell-tales of what is likely to result under different conditions.

Most business men fail because they realize or appreciate *only one side of business.* They have practicability, or an artistic sense for the fitness of things, or they are good salesmen—but they are not "many sided." They lack an experience of business as a *total* which must be present in an appreciative extent for ultimate success.

For instance, a manufacturing potter may desire to start in business for himself. He knows all about clays, all about glazes, all about the shapes in demand, and all about producing wares in general. He opens up a plant and takes orders. He figures his cost, and because this is considerably below what his goods sell for at retail, he imagines they are over-priced. He cuts them down. At the end of the year, however, he discovers that he has lost money. He has many outstanding bills. His men are asking for more wages and there is nothing in the bank or in the prospect for better business, that to satisfy these demands. The goods were well made, they sold easily and satisfied the jobber and retailer alike. Somehow or other (and somewhere), nevertheless, there was a leak in the organization, for in spite of the favorable factors the organization showed no profit—and that, primarily, was what it was equipped for. The trouble, of course, was in the selling end. The proprietor had good manufacturing experience and ability, but he knew nothing about sales, or the cost of running an office, or the correct ways of distribution. And so, of course, he concentrated his endeavors where his knowledge lay—to the neglect of the other ends.

Or perhaps a man who has had considerable experience in managing an office decides to take up manufacturing. He affiliates himself with a reputable going concern and sets out on his new venture. He finds that certain prices have prevailed in the past and that a certain trade has been catered to. He also discovers that the goods made by his new factory are of the very highest type—in materials, in designs and in workmanship. The first item entering his head is to reduce the quality of the ware, but to maintain the old price. He proceeds accordingly, and cuts here and there wherever his predeliction favors. Time goes on but the business decreases to the wonderment of the proprietor. Repeat orders are harder to get and complaints come from the trade everywhere. In the course of time, the factory will have to be re-organized, or replaced on its former plane of quality production—for the fault here, of course, is that the proprietor with office experience knew nothing of the manufacturing end and believed that goods could be shaved in quality without diminishing return of sales.

Or perhaps a good salesman takes it into his head to enter business. He has been extremely successful in disposing of all kinds, and varieties and grades of merchandise. Selling has been his forte, and he has made money at it. He enters the manufacturing end and decides to thereafter guide the selling of goods from then on himself. He does not progress as fa-

vorably as he had expected, however. The factory is constantly in difficulties. The office end of the business, also, is a series of worriment. The men on the road do not sell the goods readily, and there is friction among all members of the sales force. Everyone in the organization is blamed and consigned to perdition. The entire fault, however, is with the salesman-proprietor. The experiences of his life have taught him to sell goods—and he has learned little about the manufacturing wares or the managing of men.

If there were a rule-of-thumb system in business, the practical man, the office man, and the salesman would have no difficulty in perfecting and developing a new business. But there is no codified list of laws and rules that will guide the newcomer in the business world. He must seek out and learn by experience the very things that work successfully in his own case. Knowledge of all parts of a business is essential and indispensable—either in the mind of the proprietor, who guides the business—or in the minds of the men employed under him.

CHANGE YOUR DISPLAYS FREQUENTLY

A MISTAKE made by many merchants is that of allowing their window displays to remain unchanged too long. Nothing is more important to the success of a store than frequent changes in the appearance of the windows.

A window, no matter how good, should never remain exactly the same for more than three days at a time, and it is much better to change them at least three times a week, preferably after closing time at night.

If people become accustomed to seeing the same display in your windows for days or even weeks at a time, they will get out of the habit of glancing that way when passing, but if you keep changing the appearance of your windows and show something new and attractive real often, the passing throng will get a habit of watching to see what you will spring on them next. Then will your windows begin to repay you for the effort, provided, of course, that they are filledwith seasonable goods attractively displayed.

The Oriental section in the great China and Glass department of Marshall Field & Co., Chicago.

SENTIMENT IN SELLING

Sentiment plays an important part in the sale of china and glassware. We all want to buy what pleases us, what appeals to us, and what accords with our conception of good taste. And unless an item has some sentimental value to us—either from its associations, or from its general design, from its color, and its shape, or its aesthetic appeal—we do not care for its possession. And this same law works through all grades and characters of merchandise.

Old specimens of Venetian glass and Italian majolica have a sentimental value because of their ancient associations; every time they are seen they bring up memories of the old days which saw their manufacture, and induce pictures of the times that found them in general use. And because of these sentimental associations, the buyer is led to pay a fabulous price for their ownership. Intrinsically they may be almost valueless, but from their associations they are next to priceless.

And the same factors of associations and sentiment work down through every line, even to the goods of the present day. A cup and a saucer, or a plate, or a covered dish, isolated from any harmonious decorations, makes but little appeal to us. But when they are assembled and used in a proper environment the change is magical. Then we get an idea of their proper setting, of the way in which they should be used, and of the decorative value they possess in ensemble.

In your china department, even in the midst of your ordinary wares, decorate a table and set it with a complete assortment of service. Arrange the service harmoniously and appropriately, just as though a meal were to be eaten there that night. Immediately it possesses an appealing power. It has sentiment and association. It will cause every customer to stop and look, and it will effect more sales in its department in a week than an ordinary display can bring about in the course of a month.

Proper Lamps and Lighting

This is the fourth of a series of articles on light and its relationship to decoration. In it are taken up the factors of glare and reflection, and a satisfactory method of surmounting these difficulties is suggested. Comments are also offered on outlets and their proper placing. The subject will be continued next month.

(Reprinted by permission from The Decorative Furnisher.)

WE HAVE learned that the small globe must be of opal glass and that it should be sufficiently *dense* to reduce the brilliancy of the illuminant within to such a degree that when lighted the globe can be regarded fixedly without the least effort. Furthermore, the brightness must be subdued to such a point that the *design* of the globe is given proper emphasis. Look about you at lights that are to be found in decorative interiors, and in the majority of cases you will find them so bright that the design of the globe is a matter of conjecture—the glare of light failing to distingush it from the cheapest, crudest product.

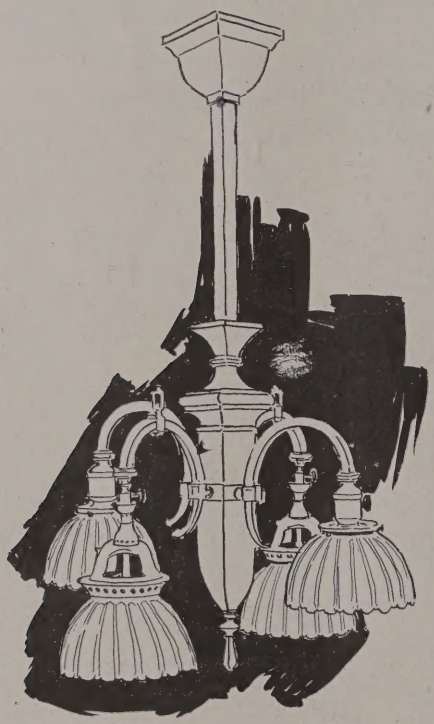


Figure 6—A type of shade which should be suppressed by law, owing to the way in which it magnifies glare, appearing when regarded from below like an automobile headlight.

In selecting small globes to conform with various fixture designs, insist upon absolute concealment of the illuminant. Fig. 6 represents a type of shade which should be suppressed by law, owing to the way in which it magnifies glare, appearing when regarded from below like ar automobile headlight. Of course the public are not supposed to go about craning their necks skyward in search of glaring light sources—and there are enough of them which strike the eye when one is not looking for them—but the polished surfaces of desks, tables, and papers act like mirrors and reflect the intensified glare of these horrible contrivances into the eyes of the worker. It is really surprising to note the difference between a polished and depolished surface in reflecting light to the eye. Almost everyone has experienced (without NOTICING perhaps) the annoyance of a glazed reading page, which has to be shifted continually to elim-

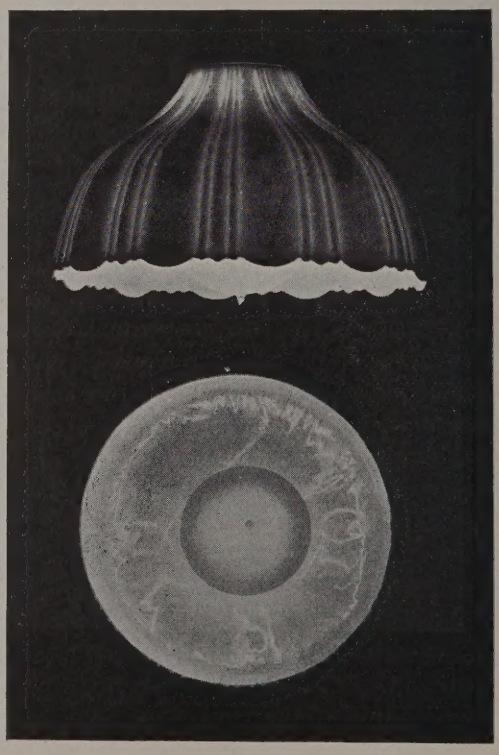


Figure 7—Opal glass shade below which a mirror has been placed. The zig-zag lines which appear on the reflection are streaks or lines of high brilliancy, which cause one to turn away with eyes smarting. They are caused by the inside surface of the shade which is polished.

inate the blur from the paper. This is due to the fact that when light rays strike a polished surface of

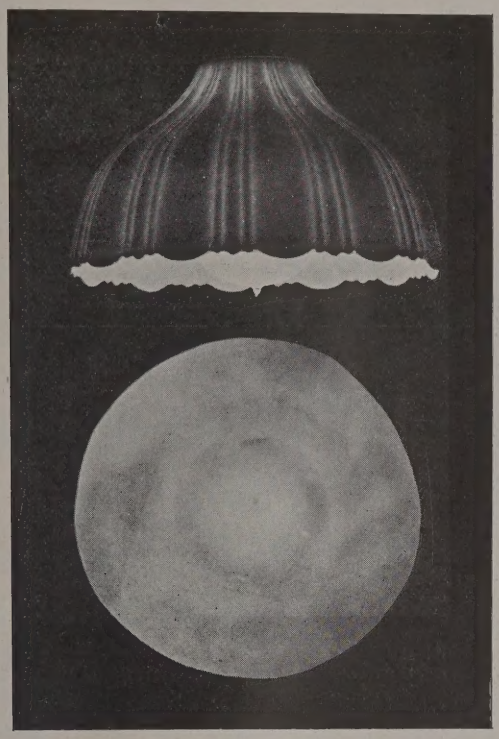


Figure 8—The same shade as in figure 7 with the inside depolished or "roughened" by etching with hydrofluoric acid.

any kind they are sharply reflected, often directly into the eye, causing obliteration of detail on the printed page. One never experiences this annoyance when reading a newspaper, because the paper is rough, or depolished, and the light rays which strike its rough surface are diffused, or scattered and dissipated so that one can see distinctly. A group of manufacturers have had the unmitigated gall to suggest to the public through the medium of a "Society" (controlled by them) that "all paper used in books and magazines should be depolished." Oh Philanthropy, thy name is Utilinariasm!

But now a word about the eye-torturing devices which in the form of ribbed-shades of clear glass (Fig. 9) have despoiled shop lighting of character, and have intensified the ocular miseries of thousands. Fig. 7 represents a shade of Opal glass below which has been placed a mirror. Consequently the photograph reveals a "side" and "bottom" view of the shade. The zig-zag lines which appear are streaks or lines of high brilliancy, which cause one to turn away with eyes smarting (unlike the camera) and are caused by the *inside* surface of the shade, which is polished. Fig. 8 shows the same shade after the inside has been depolished or "roughened" by etching it with hydrofluoric acid. The result is that every ray of light from the lamp is "diffused" upon striking the depolished inner surface of the shade, a condition well marked by the photographic reproduction which is soft, and free from glare. This depolishing of the inner surface can be applied to any shade, but it is certain that shades like these, of bell form, and open to considerable extent, are passing. This is on account of the increasing brilliancy of illuminants, and because a totally enclosing globe entirely conceals the source of glare and at the same time can be molded exteriorally to conform with the infinite variety of design which will be demanded by the public in the near future. It will be no longer possible for a glassware manufacturer to say to the public: "Here are three globes—they all look alike, but have different ways of redirecting light—this one throws it down in a concentrating spot; this one distributes it more, and this covers quite a wide area; all lighting problems can be solved by these globes." For the public will reply: "The globes all look alike—they are all equally ugly—their use in cheap places has made them commonplace—we want something DIFFERENT—something attractive—and artistic. And it is the decorator and the architect who will accomplish the down-

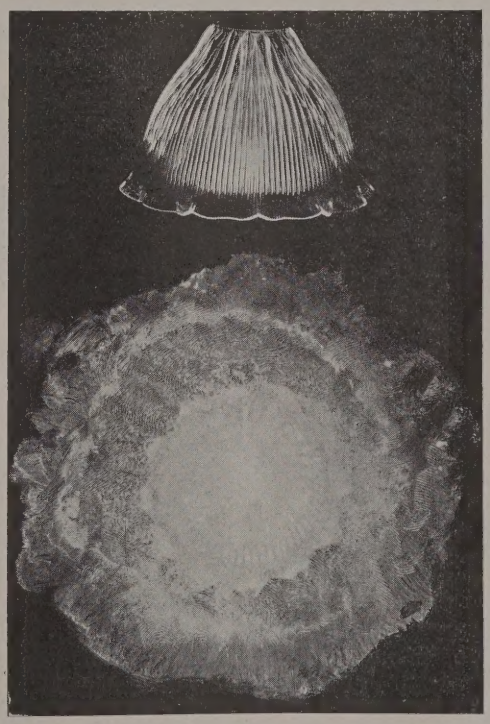


Figure 9—A ribbed shade of clear glass which has despoiled shop lighting of character and intensified the ocular miseries of thousands.

fall of this tyrannical commercial despotism by their insistence upon lighting appliances which satisfy and gratify esthetic sensibilities.

(To be continued.)

If there is any branch of work in the handling of your business in which you are yourself deficient, get expert assistance before you lose too much money.

Tables set as they would appear in the private home add a sentimental touch to the chinaware display in the handsomely appointed department of Marshall Field & Co., Chicago, Ill.

Holiday Displays in the New York Stores

DURING the last two weeks of November the Fulton Street show windows of the Frederick Loeser Co., Brooklyn, were replete with displays of the finer grades of dinner and glassware and attracted considerable attention by the delightful manner in which they were shown. Full size dining-room tables, covered with costly linen and lace cloths were used as a background for the rich gold encrusted service plates and the daintily cut rock crystal shown. To make the showing complete in every way, silverware, a centrepiece, etc., were added.

* * *

The suggestion gift table has been a very much neglected opportunity by which to move the novelties, fancy china and glassware during the holidays. The first of the New York stores to show this innovation is the Wanamaker store. Here Mr. Hawthorne has grouped a number of tables, the first carrying small pieces of fancy blown glassware, china specialties, etc., and priced at 50c. Larger pieces are shown on the next table and marked $1.00. Other tables have articles at $1.50, $2.00 and $3.00, the latter is principally cut glass and contains some remarkable values. Early in the month these tables were constantly surrounded by shoppers and it is evident from the interest aroused that they will prove valuable "silent salesman."

* * *

Up at Gimbel Bros. shoppers will be able to secure a score of suitable holiday gifts in both china and glass, Mr. Ling having placed a number of tables near the elevator entrances on which are grouped pieces of fancy china, stemware in half dozen assortments, tea, coffee and chocolate sets, each packed in an individual box all ready for presentation. The idea of separate boxes for single pieces is found only in this department and, needless to say, will meet a ready sale. Here the gifts are not confined to the

lower priced articles but include gold encrusted sherberts, optic glass, rock crystal and cut stemware, colored roemers and imported china and glass.

* * *

The usual china and glass display is included in the Christmas arrangements of the ground floor space at R. H. Macy & Co.'s store. Here one may secure rich cut-glass specialties, all acceptable gifts, at prices ranging from ninety-eight cents to nine dollars and ninety-eight cents. Portable electric and gas lamps for the living-room and boudoir are also shown in great variety. Two long tables were devoted to a large assortment of tumblers and stemware, some of the former being priced as low as twenty-nine cents a dozen.

* * *

The J. B. Greenhut & Co. have increased their already large space and grouped the cut glass and fancy china where the crowds of holiday shoppers will find it with greater ease. The interior of the store has been hung with Christmas bells, festoons and green, which greatly adds to the spirit of the season.

BUSINESS SKIES ARE CLEARING

MORE than sixteen hundred leading business men of New York city, representing every field of commercial and financial activity, joined in acclaiming the advent of good times at a luncheon of the New York Merchants' Association, Tuesday, November 24, at the Hotel Astor.

They were enthusiastic in emphasizing their belief that the period of stagnation and depression is at an end. The meeting gave a ringing denial to the reproach that New York has been setting an example of pessimism to the rest of the country.

In an address following the luncheon, William A. Marble, president of the Merchants' Association, stated:

"There are many indications that the skies are clearing and that the depression which has curtailed business for so long is about to end. Of course, prosperity cannot be expected to arrive to-morrow or the next day. Its growth will be more or less gradual. The main thing is that we are on the right road.

"Signs are multiplying daily that the influences which have caused doubt and hestitation throughout the business world are being dissipated and that an era of prosperous activity is about to begin. We are now talking and thinking Optimism instead of Pessimism."

This great demonstration is expected to lend a powerful impetus to the revival of business activity, since the influence of New York's large corporations and financial institutions is widespread. Thousands of buyers and other visitors are carrying back home word that New York is optimistic and ready to go ahead.

NEW CUT GLASS FIRM ENTERS FIELD

THE Stage-Kashins Cut Glass Company, of Lawrenceville, Pa., an incorporated company organized the latter part of November, have applied to the State authorities of Pennsylvania for a charter and expect to start operations in a new factory building early in January. The incorporators are E. T. Stage, formerly a member of the firm of Stage Bros., Lawrenceville, Pa., and Herman Kashins, until recently sales manager of the same concern. Both have long experience in the cut glass business, Mr. Stage in the manufacturing end and Mr. Kashins as a salesman. The latter is particularly well known in the metropolitan field through his long connection with the Louis Levine Cut Glass Co., and his many friends will be pleased to learn of his entrance into the field as a manufacturer.

The Lawrenceville Board of Trade have provided a site and are erecting the factory for the new company which starts operations with a capital stock of $5,000. They will specialize on vases while cutting a general line from plain lead blanks. They will show some new, exclusive patterns in the near future, and will place the entire line upon the market at popular prices in January when Mr. Kashins visits the trade.

A well grouped display of assorted cut glass in the crockery department of the Hunter, Tuppen Co. store, Syracuse, N. Y. The candle shades and artificial ferns added just enough color to make the display attractive.

Thirty-sixth annual banquet, United States Potters' Association, Hotel Raleigh, Washington, D. C., December 10, 1914. For text see page 21.

Potters Hold 36th Annual Convention

WITH a majority of the membership present, the thirty-sixth annual convention of the United States Potters' Association was held in the Hotel Raleigh, Washington, D. C., on December 8 and 9. Owing to the illness of President Will S. George, Vice-President Charles F. Gosser opened the meeting. In his address to the convention Mr. Gosser paid tribute to the late Col. J. N. Taylor, who had attended the thirty-five previous conventions of the association. He reviewed at length the tariff law and the recent government investigation of the pottery industry. Continuing he stated:

"It has been well argued at former meetings of this association that it is quite impossible to adopt a list that would accurately reflect the cost of the various items by applying a parallel per centum of discount to the list price. The variation of sizes, methods and mechanical means of making the many pieces embraced in a manufacturer's list must necessarily affect the ultimate cost and the trade size of any article, and therefore cannot be scheduled as costing the same, unless all conditions are identical in all factories.

"The best that can be hoped for is an approximation, leaving the varying elements to be taken care of by individual producers. When it is known that more than sixty-five per cent. of our product is of staple character, we readily realize that if the articles embraced in this classification are properly listed, that little difficulty will be encountered in making and maintaining a consistent list on the preponderating product, I urge you, therefore, gentlemen, to assume an independent attitude. 'Made in America' is a slogan. Herald it from the housetops; don't say 'just as good as import'; scorn the comparison and turn the batteries of your foreign competitors against themselves by declaring your uncompromising belief that the best evidence of pre-eminence is that it is made in America. I would further commend your most diligent standardizing of a fundamental body of both earthenware and china composed exclusively of American clays and materials. My attention has been recently called to the Federal Government's laboratory efforts in this direction. With a scientific staff of government chemists we may expect incalculable help, and quicken the day of the American potter's supremacy. We greet this as the advent of Government patronage such as has for centuries been bestowed upon the potters of Europe.

"On the western continent and within our reach, fairly bursting to surface for freedom, are untold treasures of kaolin, spar and all ingredients employed in the making of chinaware. I do not consider it optimism in saying that within the confines of our own United States there is a wealth of superior clay materials, that if properly developed and utilized, would make the American potter so independent of other nations' competition that they would seek our kaolins in sheer necessity to sustain competitive recognition. I speak more particularly, gentlemen, of that much vaunted Texas clay that seems so near and yet so far. I will not burden you with a lengthy discourse on this fundamental material, but if it is the pleasure of this association, I would like to incorporate a report rendered the Government relating to this deposit in your next issue of the proceedings of the United States Potters' Association."

The speaker closed with the hope that although protected now by a giant war fortress, the American potter should make the best of his opportunities and immortalize the slogan "Made in America."

An adjournment was then taken for luncheon, the convention re-convening immediately afterward. The one-cent postage bill was indorsed and a committee appointed to work for its passage.

A committee was also appointed to take up the matter of an association subscription to the McKinley memorial fund.

The report of the executive committee was then read by Vice-President William Burgess, who in the course of his remarks stated:

"Business generally among our members was quite satisfactory until about the middle of the year, when the almost universal depression struck our industry. Since that time we have scarcely known what to expect from week to week. The European war has created great unrest and great uncertainty in the commercial world, and we have shared in those unusual conditions. Had it not been for the war we probably would have felt very directly the result of the reduced tariff and the increased importations. From the beginning of the year importations had steadily increased, but the direct effect of the war, although not nearly as great as one would expect, is shown by the few comparative imports given by the month as follows:

	1913.	1914.
June	$845,001	$925,392
July	1,101,676	1,088,366
August	1,119,356	881,755
September	1,307,627	581,299
October	1,054,582	775,010

"Since August, 1914, the imports are perhaps a little larger than they otherwise would be, on account of the fact that all goods coming from Germany and Austria for Canadian consumption, have been refused entry into that country and have been thrown on our markets."

The membership committee reported two applications for membership, one from the T. A. McNicol Pottery Co., and the other from the Mt. Clemons Pottery Co. They also reported the loss of the Bowers Bros. Pottery Co., and one associate member, G. D. Wetherell & Co. Other companies building new plants have been invited to join, and it is likely that the membership will be increased to a total of five hundred kilns in the near future.

The labor committee submitted a long report and following its reading a long formal discussion ensued, the adjournment for the day being called at 6:00 p. m.

On Wednesday the convention was called to order at ten o'clock a. m., and the morning was given over to committee reports. The executive session was held in the afternoon at which time the report of the nominating committee was presented and the officers for next year elected, as follows:

President—Chas. F. Gosser.
First Vice-President—William Burgess.
Second Vice-President—T. A. McNicol.
Third Vice-President—Chas. C. Ashbaugh.
Secretary-Treasurer—Chas. F. Goodwin.
Executive Committee—W. L. Smith, chairman; Geo. C. Thompson, C. C. Ashbaugh, H. N. Harker, Chas. Sebring, Edwin M. Knowles, W. E. Wells, W. S. George, Patrick McNicol and Chas. Howell Cook.

The banquet, which closed the session, and which was held in the grand ballroom of the hotel, was a most enjoyable one. The speakers invited, a majority of whom attended and made most interesting addresses, included United States Senators Burton, of Ohio; Smoot, of Utah, and Penrose, of Pennsylvania, ex-Senator Scott, of West Virginia, together with Congressmen Mann (the Republican floor leader of the House), Barchfield and Fordney.

ANOTHER HOUSEFURNISHING DEALER MOVES UPTOWN

THE Basket Importing Company, Inc., formerly located at 139 Duane Street, New York City, are now located in their new quarters at 119 West Twenty-third Street. They are the successors to Theodore Ollesheimer & Bro., and one of the oldest established firms in the line, and besides an immense line of plain and fancy baskets they show housefurnishing goods, crockery, and specialties for the five, ten and twenty-five cent trade.

A section of the well stocked china, glass and lamp shop of J. L. Bradshaw, Stratford, Ont.

AMONG THE TRADE.

THE "Virginia," a fancy dinnerware; the "Waldo," a plain dinnerware shape, and the "Notre Dame," a fancy toilet set, are the initial lines that will be manufactured in the new plant of the D. E. McNicol Pottery Co., of W. Va., at Clarksburg, W. Va. This spacious and thoroughly up-to-the-minute plant will produce and feature nothing but the best semi-porcelain dinnerware, the decorations and shapes are exclusive and original. The pottery is under efficient management and is already manufacturing ware and will be ready to make shipments by February 1. The complete line will be shown in Pittsburgh, at the Fort Pitt Hotel, during the January pottery and glass exhibit. Photographs and samples can be had upon application.

* * *

The Saxon China Co., Sebring, Ohio, whose immense plant covers three and a half acres of floor space, are showing a large line of dinnerware, toilet ware, salad, berry, cake, nut and game and fish sets that should find a ready market wherever shown. They have anticipated the demand for a better grade of goods than heretofore produced, and with this end in view have installed electrical appliances which free all the raw material from all foreign substance they may contain, and as a result the ware has a durability as regards crazing not ordinarily found in domestic china. The Saxon line contains some exceptionally good specialties such as lemonade jugs, fish and game dishes and plates, Colonial plaques, ash trays, bonbons, salads, etc. In their special sets they offer a seven-piece salad set, seven-piece berry set, seven-piece fish and game sets, fifteen-piece game sets, and thirty-one, forty-two, fifty, fifty-six, seventy-two and one hundred-piece dinnerware sets.

* * *

The Crooksville China Company have sent A. H. Hays, recently appointed their representative for the Metropolitan district, their full line of dinnerware and specialties. He will also attend to the New England trade, a territory he is well acquainted with. The dinnerware line of this company is particularly well taken care of in regard to neat decorations, a half-inch coin gold band with a small pink bud insert and gold handles is one that is particularly attractive. Another interesting decoration is an Old English floral border in which the bright colorings of the early English ware are accurately reproduced. Several are shown with ribbon borders, one especially good pattern showing a gold-edged ware with a small yellow band from which a light blue ribbon festoon, caught with a very small green wreath and pink bud, is suspended. A two-tone gray spray decoration and a wide variety of larger spray patterns are also shown. The specialties include fish and game sets, baby plates and sets, etc.

Cost and Efficiency Systems for Glass Factories

HOW BEST TO SECURE A MAXIMUM AMOUNT OF PROSPERITY FOR THE EMPLOYER AND THE EMPLOYEE, AND THE WAY IN WHICH THE PRINCIPLE WORKS

BY J. T. FULLER, EFFICIENCY ENGINEER.

A FEW years ago one of our authorities on "Scientific Management" advanced the theory that "the principal object of management should be to secure the maximum prosperity for the employer, coupled with the maximum prosperity for the employee."

"Maximum prosperity for the employee" was interpreted to mean, not only higher wages, but the development of each man to a state of maximum efficiency, in the highest class of work to which his natural abilities fit him. Then giving him, when possible this class of work to do.

Likewise "Maximum prosperity" for the company is meant to cover, not only large dividends, but the development of each branch of the business to its highest state of efficiency, so that its prosperity might be permanent. This great economic principle has since been tested, and found practical by many large corporations, and even the Government has applied it to various branches of its service.

During the past three years glass manufacturers and potters have been giving special attention to "Cost and Efficiency Systems," as a means of reducing the cost of their product, and likewise increasing their profits. The result of these experiments, in many cases, has been "double acting." When the cost system was first installed many instances developed in which goods were being sold below cost. Selling prices were then adjusted, when possible, so as to show a profit on each article sold. Later, when the system became more effective in the plant, various losses curtailed, and efficiency developed in labor operations, it was found that the cost to produce was reduced. In this manner these two elements were working together to increase profits, and as a result profits *were* increased.

To illustrate the practical application of an efficient system in a glass factory, a graphic chart has been prepared herewith, showing the relative expense of the various elements that make up the cost of production in a number of glass plants, manufacturing a staple line of ware, such as tableware, tumblers, jars, bottles, novelties, etc.

GOOD MATERIAL AT LOWEST PRICE: When good material is purchased at the lowest price there is no chance here to make a saving. The proportion of this expense to the maximum selling price is 10.5 per cent.

POOR BUYING: Failure to follow the market carefully, and ignorance as to the best quality of material for the specific purpose, will easily increase the cost 5 per cent.

MATERIAL PAID FOR BUT NOT RECEIVED: Some firms do not check carefully the receipt of such materials as hay, straw, lumber, box shooks, oils, etc. The fact that these materials are not checked carefully, becomes known to the shippers and they often take advantage of the opportunity to wilfully charge for more material than was actually shipped. Instances of this kind, that

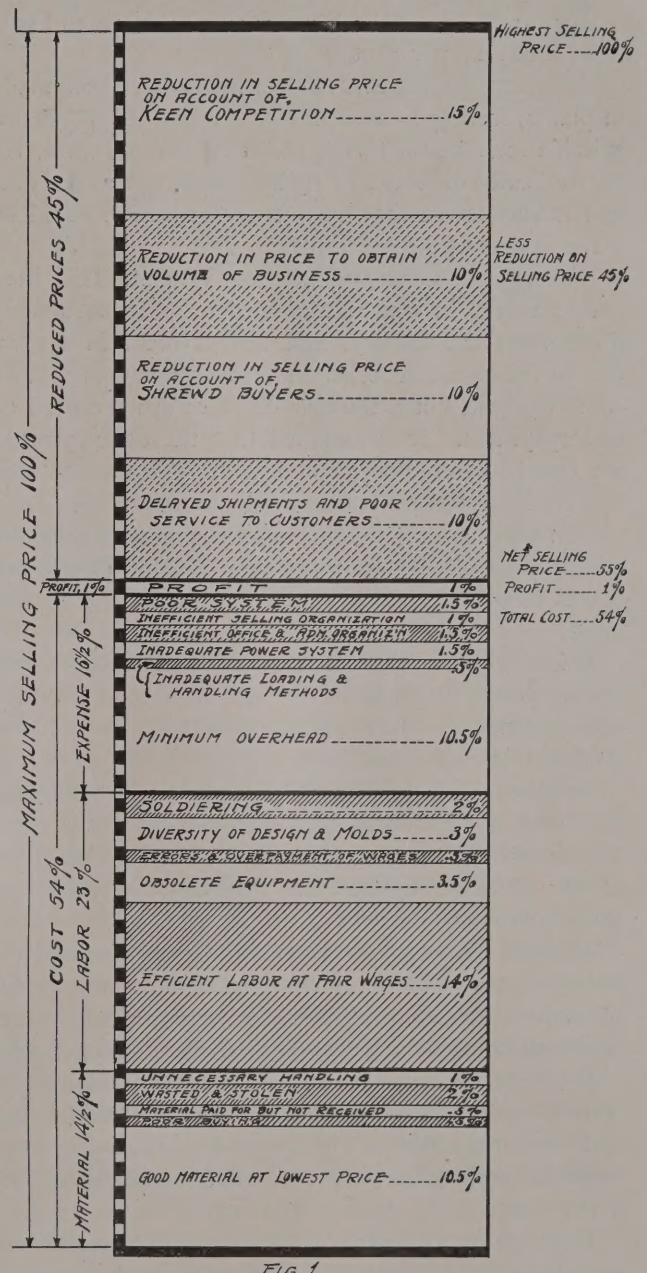


FIG. 1
THE INEFFICIENT PLANT

A casual examination of the accompanying chart will reveal the general principle of proportions, etc. It will be observed that the three elements of cost are, material, direct labor and expense. In actual practice, expense is subdivided into manufacturing, administrative, and selling, but for illustration the three subdivisions have been combined.

have come to light, increased the cost about 5 per cent.

MATERIAL WASTED AND STOLEN: A conservative estimate of material wasted or stolen, due to improper storage facilities, would increase the cost 2 per cent.

UNNECESSARY HANDLING: Material and supplies are sometimes stored in inconvenient and in accessible places, requiring employees to waste time in finding small articles. In other cases, heavy materials are so far removed from the point of consumption that the expense due to trucking and interference in the various departments, through which it passes, is a large item. This will average about 1 per cent.

EFFICIENT LABOR AT FAIR WAGES: This item averages about 14 per cent.

OBSOLETE EQUIPMENT: Experiments have been made in plants, having several different types of equipment, suitable for manufacturing the same kind of ware, yet not radically different in construction, operation, etc., and it was found that an average reduction could be made in cost of 3.5 per cent.

ERRORS AND OVERPAYMENT OF WAGES: This item covers errors in transmitting orders and instructions throughout the factory, and overpayment in wages, due to inadequate checks. The overpayments seldom come to light, but a number of cases are reported of underpayment. It is assumed that the overpayments are equal to the underpayments. It is estimated that this class of expense will increase the cost 5 per cent.

DIVERSITY OF DESIGN: This element increases the cost in some plants far more than is here shown, but it was found impractical to make a radical change due to an established trade, etc.

It is a well-known fact that the possibilities for reducing costs, through the standardization of product, are very great. The Ford Automobile Co. has demonstrated this fact 3 per cent.

SOLDIERING: The amount of time lost in soldiering is not always the fault of the employee, but is often occasioned by improper planning and laying out of the work. It is estimated that this will amount to at least 2 per cent.

MINIMUM OVERHEAD EXPENSE: The minimum overhead represents the fixed charges, such as general supervision, repairs, maintenance, depreciation, insurance and taxes, etc. This will amount to 10.5 per cent.

INADEQUATE LOADING AND HANDLING METHODS: The majority of glass factories lack up-to-date loading and handling methods. The greater part of this work is performed by hand trucks. This adds to the cost 5 per cent.

INADEQUATE POWER SYSTEM: There are several reasons for excessive power cost, but the most important are, poor equipment, improper design of plant, leakage, and wastage in transmission, and poor utilization. These causes have increased the power costs in some plants 1.5 per cent.

INEFFICIENT OFFICE AND ADMINISTRATIVE ORGANIZATION: It is almost unnecessary to enumerate the losses that can be incurred through careless executives and clerks: Overpayment of invoices, lost accounts on account of poor collecting, incensed customers, large salaries, too many clerks, red tape, careless handling of cash and accounts, misleading records, etc. The difference between the average organization and a very efficient one would increase the cost 1.5 per cent.

INEFFICIENT SELLING ORGANIZATION: Selling undesirable goods, or not enough goods, selling to an undesirable class of trade, making false representations, and impossible promises, failure to keep informed as to the most desirable goods for the factory to produce, lack of information as to quantity of their goods consumed, location and requirements of all buyers in their line, latest requirements of the trade, etc. An increase in cost can easily be made here of 1 per cent.

POOR SYSTEM: The attempt here is to show the difference between the average systems of routing material, transmitting orders, keeping time, accounting, keeping stock records, figuring costs, etc., and an efficient one. Not the cost of maintaining the systems, but the results that can be obtained by the proper utilization of them—1.5 per cent.

(*To be continued.*)

COX & LAFFERTY DISSOLVE PARTNERSHIP

THE partnership heretofore existing between C. P. Cox and M. E. Lafferty under the firm name of Cox & Lafferty, has been dissolved by mutual consent, and the business will be carried on as in the past by C. P. Cox, who becomes sole owner of the business which he continues under the same firm name. The St. Louis branch of the firm opened sometime ago will in the future be operated by Mr. Lafferty individually. Cox & Lafferty are one of the largest selling agencies in New York china and glassdom, carrying many domestic lines of china and glass.

JERSEY CLAY WORKERS TO HAVE BIG MEETING

FROM present indications the winter meeting of the recently formed New Jersey Clay-workers Association, which will be held at Rutgers College, New Brunswick, N. J., on Monday and Tuesday, December 28 and 29, is assured a very interesting programme. At the time of going to press it was impossible to get a complete list of the programme, but Secretary Cullen W. Parmelee advises us that the following well-known ceramic experts will deliver addresses before the convention: Professor A. V. Bleininger, and George H. Brown, of the Clay Products Laboratory, Bureau of Standards, Washington, D. C.; Marc Solon, of the Mercer Pottery Co., Trenton, N. J.; George Simcoe, of the Electric Porcelain and Mfg. Co., Trenton, N. J., and D. H. Applegate, Jr., of the Crescent Brick Co., Red Bank, N. J.

It is never safe to tell your secrets to one who tells you his own.

Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley

Holding Customers to Their Orders

OF course an ordinary business man can't think of everything when he makes a contract, but one of the things he should think of—because it may vitally affect the enforcement of the contract either for or against him—is whether a custom of the trade exists as to the matter about which he is contracting. If there is, the law may make it a part of the contract whether it is specifically mentioned in it or not.

Another thing he should think of is whether a previous method of dealing with the other party to that contract has put it out of his power to enforce it. I will explain what I mean in both cases.

Read this letter:—

Cleveland, Ohio, October 1, 1914.

Elton J. Buckley, Esq.

Dear Sir:—We are jobbers in the lines named on the above letterhead, and read with interest your recent article on cancelling orders. We have a great deal of trouble with our customers cancelling orders. They give them to our salesmen, who send them in to us, but often before the salesman's mail reaches us we receive a cancellation notice from the customer, ordering us not to ship the goods. About two months ago we had a particularly flagrant case of this, and we resolved to make an example of the customer. We refused to accept his cancellation and shipped the goods. He turned them down, and they are now in the keeping of the railroad company. We at once entered suit, and now our attorney writes us that the customer has filed some sort of legal paper claiming that it was a regular custom of the trade for retail dealers to cancel orders after giving them, and that both parties knew that when the order was given, and therefore the law is that it was given subject to that custom of the trade, and our customer had a right to cancel the order whether the contract said so or not. We have never heard of any such law and would like to ask you if there is anything in his position? Please omit names.

Respectfully.

A custom of the trade may become a very important part of a contract, though neither party mentions it when the contract is made, and the contract itself is silent. I will explain in a moment why I don't think there is anything in the defense this retailer is making. For the present let me say a word or two about customs of the trade in general, in connection with business contracts. Here are a few of the principal ways in which a custom of the trade, even when not mentioned, may figure in enforcing a contract:—

1.—In determining how much authority an agent would have under a contract, the custom of the particular trade as to the extent of an agent's powers would be consulted.

2.—In fixing a railroad responsibility for careless storing and carrying of goods, the *customary* way of doing such things would be the standard.

3.—Custom of the trade, in construing certain words in a contract, is always used as evidence of what those words should mean. A few cases where this rule has been invoked are in construing the following words in a contract: "Across country," "bag of oats," "cargo," "carload," "cash basis," "immediate delivery," "merchantable," "order," "pound," "spoiled lumber." The point always is that the words should be construed the way the trade have become accustomed to construe them when the contract itself contains no explanation.

4.—The custom of the trade is often used to supply matter as to which the contract is silent. Such as to fix the proper method of weighing or measuring, or the place where a thing is to be done, or the time, all of which may have been omitted. If there is a custom to do such things in a certain way, at at a certain place, or time, then that custom will be read into the contract.

5.—Sometimes a custom of the trade actually adds provisions to the contract which were not in it originally. In some cases, for instance, sales contracts have been interpreted to mean that the sales were to be made by sample. The agreement said nothing about that, but it was a custom of the trade to sell such goods by sample.

So in many other cases a custom of the trade is invoked to round out or make clear a contract, and for that reason it often becomes a part of it. But a custom of the trade can never contradict a contract, however, and that is why I dont think there is anything in the

A charming assortment of celebrated Lenox china selected from the line of beautiful ware made by the Lenox, Inc., Trenton, N. J., and now in the permanent collection of the Newark (N. J.) Museum Association. This association, at present housed in the Newark Free Public Library, is arranging to show the vastness of New Jersey's clay product industry in a "one industry exhibition" during February and March next. Manufacturers in every branch of the clay industry have signified their intention to co-operate with the association in the exhibit by sending representative pieces of their product, with photographs, showing range of output and of striking examples of work, statistics, compact exhibits of processes, raw materials, etc. The exhibit will undoubtedly open the eyes of the public of Newark and surrounding territory to the importance of the state's greatest industry, for it will attract thousands of visitors, and will tell them in an interesting and educational way of the variety and value of the work, and will not weary or embarrass by mere size. No charge is made manufacturers for space, their only cost being that of assembling the exhibit and transportation. Catalogues, circulars and other descriptive literature of the exhibitors will be shown and distributed wherever desired, as a proper part of the exhibit's educational purpose.

defense offered by this correspondent's customer. All the cases agree that where a contract is clear, unequivocal and complete, a party to it cannot be heard to say that there is a custom of the trade which made it no contract at all.

That is precisely the position which the defendant in the correspondent's case is taking. "It is true that I gave a definite, positive order for goods, but there is a custom of the trade that allows me to set it aside at will." In other words, to make it no contract.

Not a case on record will sustain such an argument as that. It may perhaps be sustained, however, under another principle of law, *i. e.*, that is of estoppel or waiver. I will explain that for the purpose of giving general information, and the correspondent can apply it to his own case.

A jobber may have so dealt with his customer as to justify the latter in cancelling his orders. For instance, if a jobber has accepted cancellation after cancellation, allowing the customer time and again to revoke his orders at will, then he has established what the law calls a "course of dealing," which will enable the customer to put up the defense which has been put up in this Ohio case, only in a different way. If a jobber after going along in this loose way for a time suddenly and without warning tried to enforce an order, he would probably fail, for the court would say "you led your customer to believe, by an established course of dealing, that you would allow him to cancel it if he wished to." Thus a seller can put himself, by loose dealings, in a position where he actually cannot enforce a contract or an order against the customer's will. It is not at all, however, on account of any custom of the trade, but purely because of previous dealings between those particular parties.

The only way of escape for the jobber in such a case is for him to first notify the customers whose cancellations he has been accepting that henceforth he will decline to accept orders subject to cancellation. After that he can hold customers to their orders and there will be no defense.—(*Copyright by E. J. Buckley.*)

HOUSEFURNISHING IMPORTERS LOCATE UPTOWN

STEINFELD BROS., New York, importers and manufacturers of housefurnishings and toys, have leased the basement, store and second floor of the Cuyler Building, 116 West Thirty-second street, running through to Thirty-first street, where they will locate on or about January 1, 1915.

TRIMMINGS FOR LAMPS AND SHADES

A LINE of shade fringes and trimmings that should prove of particular interest to every lamp manufacturer and dealer, is carried by Edward Maag, New York. The variety of the assortment is wide and if the special trimming wanted differs from the ordinary, it can be made up quickly and satisfactorily from a rough pencil sketch. It is well to know that the Edward Maag company do all their own dyeing and are able, therefore, to guarantee that the colors specified will match the samples submitted, under both day light and night light.

Women Buyers "Make Good" With Crockery

WOMEN MANAGING LARGE CROCKERY DEPARTMENTS HAVE, INVARIABLY, RISEN FROM THE RANKS. THEY ARE NOT THEORISTS BUT PRACTICAL BUSINESS WOMEN FACING A COLD, HARD PROPOSITION WHERE A SLIGHT MISTAKE IN JUDGMENT MAY COST HUNDREDS OF DOLLARS

SUFFRAGE leaders declare there is no place in our commercial life that a woman can not successfully fill. She has been tried out in merchandising and in practically every instance has proven efficient. In china and glassdom many women have made their mark as heads of departments and buyers, and it is in the latter position that she has especially proved her worth, due in all probability, to a woman's natural shopping instinct.

In nearly every large department a woman's hand will be found in the buying, probably she buys for but one small section or you will find her watching the cut glass or candle shade stocks and prompting the buyer as to the salable articles. In the stores where a woman has finally reached the top it will be found that she has been a student of practical experience and almost invariably started her career either as a cash or sales girl. She is no theorist. Hers is a cold hard "make good" proposition and she holds her position because she knows how to buy goods that will attract customers and sell. One error of judgment may cost hundreds of dollars and her job. It has been said that store operators prefer to hire buyers who have served in all departments from the humblest up. They know no aristocracy of birth or influence and time and again have picked their buyers from the ranks, for the department is the most democratic institution in the world.

"A woman buyer," said one of them, "must not only know how to buy goods, she must actually have an instinct for buying. She must not only know what the public will buy a season in advance, but she must feel it within herself. This is no mere high-sounding theory. It is firmly built on facts. Women of talent and education have entered the ranks of buyers from the outside, but none of them has ever been as successful as the woman who had literally lived her whole life in a big store.

"If she has started as a cash girl, all the better, for then she is imbued with the very spirit of merchandising. If she has the inborn talent, she takes to the work like a duckling to a millpond. Having risen through all grades of the sales department, she has a knowledge of the whims of the woman shopper that she has gleaned from hundreds of personal encounters with those whose purchases keep the great business alive. Some of these memories are pleasant, but more of them are not, and it is those unpleasant memories that stick and form the foundation upon which the buyer bases her policy.

"There are memories of fancy china that simply would not sell and were dusted daily and put back on the shelves with a sigh. There are memories of other goods that sold well at first, but later came back to the credit desk in an avalanche. They possessed some peculiarity that made those who had bought them regret the purchase.

"Then there are recollections of articles that were sold at so low a price that crowds stormed the counters, coming back later in an even more stormy mood because they had not worn well. All of this was up to the buyer, and you may be sure that she had a painful half hour with the head of the firm in each instance, if she did not lose her position entirely.

"Of course, there are the pleasant memories, memories of days when the goods seemed to have a miraculous faculty of opening pocketbooks, when prices were so low and quality was so high that the buyer was the heroine of the hour—she had put it over the store's competitors, although it was sheer luck that sent the salesman to her with this line of cut glass.

An attractive advertising suggestion for the Japanese china and porcelain sale.

"All these experiences the woman who has risen from the foot of the ladder brings to bear on her work. She does not pretend to know why this, that or the other thing will sell. Her business is simply to know that it will sell. And whether she based the buying on the carefully kept record of the sales for ten years back or on the readings of a crystal gazer, would make no difference to her employer—provided she could always be depended upon to lay in the sort of stock that would catch the public taste favor and hold it.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.
REG. U. S. PATENT OFFICE

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DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART METAL AND ALLIED INDUSTRIES

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VOL. XIII DECEMBER, 1914 No. 6

MERRY CHRISTMAS!

This year, more perhaps than ever before, because of attending conditions, we, in America, have every reason for celebrating the Christmas season with wholseome merriment and gladness. Thanks to Divine guidance, our ways lead along the paths of neutrality, and the horrors of war and destruction have been spared us. Let us rejoice in the things that are ours—peace, quiet, and order—and forget for an hour the rivialties and worriments of the work-a-day world.

THE FOLLY OF TOO MUCH SYSTEM

Red-Tape is an abomination in the commercial world. It is a relique of *the-good-old-days* (*a bit of sarcasm*) when organizations and institutions were modeled on the pattern of a labyrinth. To find the man you wanted, then, you had to go *higher-up*—always higher-up. Invariably there was *some-one-else*. You never learned anything definite. You never seemed to reach anywhere in particular. You wandered around from post-to-pillar, like the unwinding of a bundle tied with many folds of red-tape.

The members of the modern generation, and Americans in particular, pride themselves upon their *business-simplicity*. Their organization is *built-above-board*. Everything is clearly patent. All roads lead direct. If you want information, or satisfaction, on some particular matter, there is an avenue open to you, culminating in the very heart of the department you need. No delay, no bother, no *man-higher-up*. EXPEDIENCY and DISPATCH are the PENATES of the organization.

But since the *business-systematizer* and the *efficiency expert* have crossed the brow of the commercial hill and are now travelling down the valley of industry, it looks as if we are to revert once more to the red-tape-days of the past. System is good in therapeutic doses—an excellent specific in many cases of acute and chronic business debility. But when used too freely, it atrophizes good, sound tissue and the result induced by the cure is worse than the disease.

Perhaps the following story, written by a man at the bedside of a dying business, will uphold our argument, and clinch our conclusion that *too much system is just as debilitating to an organization as too little system*. Here is the story:

In the shop where I was employed they used cottor rags for wiping the machinery. These rags came in sacks of one hundred pounds' weight. One morning Mr. B——, one of the head men of the concern, was looking around and his eyes rested on a sack of rags that had just been left. I was about to cut open the sack when Mr. B—— said to me: "Here, George! Throw that sack on the scales."

It weighed ninety-eight pounds.

"That's just the way things go here—no one to look out for the interests of the firm!" cried B——, and went away to register a kick with the foreman. The next day the foreman came to me with a sad look on his face and a neat little package of tags, printed especially to fill out a report on the weight of rags.

"George," he said, "you are to weigh the sack of rags that is left here every Monday morning, and fill out one of these tags and leave it on my desk."

The following Monday I assumed the added duty of weighing the rags, and by the time I had left my work, got the tag, weighed the rags, filled out the tag and returned it to the foreman's desk and got back to my work again, exactly a half-hour's time was gone.

That night I figured out in this manner what it cost to weigh those rags:

My time, ½ hour at $.25	$0.12½
Cost of tag	.00½
Foreman's time, ¼ hour at $1	.25
Bookkeeper's time in checking	.05
Making out bill for shortage	.02
Total	$0.45

It thus cost about 45 cents to verify a 50-cent purchase. The objection of the foreman against a continuance of this checking finally prevailed, but the firm eventually went to the wall with the reputation of being the victim of too much system.

RUSSIAN COUNT OWNS MOST COSTLY PORCELAIN SERVICE

AT an exhibition of works of art recently held in Petrograd there was shown a set of porcelain dishes which is considered the most costly in the world. It consists of thirty-six hand colored plates. This set has an estimated value of 36,000 rubles ($18,540), a single plate, therefore, being worth 1,000 rubles ($5.15). It is the property of Count Orloff-Davidoff.

Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

RECIPE FOR TRANSPARENT MATT GLAZE

THE following recipes are for glazes to be fired at the temperature of Seger cone 6-10 in an oxidising atmosphere:

(1) Carbonate of potash 23.46 parts, carbonate of lime 8.00, barium carbonate 27.58, crystallized borax 191, zinc oxide 135.27, felspar 66.72, quartz meal 246 parts.

(2) Calcined soda 133.56 parts, zinc oxide 145.80, felspar 73.80, quartz meal 255, titanium hydroxide 28.80 parts.

No. 1 is velvety, No. 2 gives fine ice crystal effects; and some very handsome shades can be obtained by adding 5 to 10 per cent. of cupric oxide, 0.5 to 10 per cent. of cobalt oxide, etc. Both glazes require an oxidizing fire, and are very suitable for stone ware.

(3) Ordinary white glaze 100 parts, calcined alumina 12, zinc oxide 12 parts.

(4) Ordinary white glaze 100 parts, native alum 20 parts.

(5) (For Seger cone 8/9): Felspar 120 parts, Hohenbocka sand 90, calc spar 70, levigated kaolin 40 parts.

(6) Felspar 84 parts, marble 35, quartz 54, Zettlitz kaolin 27 parts.

TECHNIQUE OF GLASS PAINTING

THERE is evidence that widespread interest is being taken in the art of painting on glass at the present time, but, as Mr. Knowles, the well-known glass painter of York, England, remarked at the outset of the lecture he delivered under the above title at the Royal Society of Arts last month, says the *Pottery Gazette,* the technical side of the subject has been very much neglected.

Discussing, in the first place, the various directions which occur in Theophilus and other mediæval treatises for the manufacture of the fusible enamel with which the glass is painted, he drew attention to the loose way in which the names of material were used, which made the interpretation of the recipes very difficult. By a series of deductions he arrived at the conclusion that the enamel used in mediæval times was prepared by grinding together green glass and azurite (blue carbonate of copper), which latter, he gave reasons for believing, was the substance referred to as "Greek sapphire" in the old writings. Later on iron oxide was added to the azurite in order to give a warmer tone to the enamel. The reason for using green glass as the fluxing basis of the enamel was that the green glass was of a soft nature and therefore specially applicable to be used as a flux for glass-painting to bind the pigment to the surface, as it would fuse at a lower temperature than most of the glass on to which it would be painted. The softness of the green glass he attributed to the fact that it was essentially a lead glass, in contradistinction to the potash-lime glasses usually employed.

"The question naturally arises, why was the composition of green glass different from the other glasses in having a lead base? I have mentioned before that the 'æs ustum,' or copper oxide, was generally obtained by burning the metal with sulphur, but even if a natural oxide were used many of these contain a content of sulphur. Before the chemistry of making a green glass was as well understood as it is to-day, the affinity which copper has for sulphur was not known, with the result that it was almost impossible to obtain a green glass from cupric oxide without having a lead base; the presence of sulphur in a mixture where there is copper having the tendency of reducing the latter to a low state of oxidation yielding a ruby color, or the copper is precipitated into the metallic condition. Nowadays it is quite possible to manufacture green glass from copper oxide without using any lead whatever, by using as a base sodium calcium silicate, or potassium calcium silicate; but all sulphur compounds, such as sulphate of soda, must be kept out, and the strong chemical affinity of sulphur for copper has to be counteracted by the presence of a strong oxidizing agent in fairly large quantity."

In the thirteenth century we begin to hear of the use of a substance known as "geet," which appears to have taken the place of this green glass as the flux of the enamel. The nature of this material, Mr. Knowles observed, had been fully investigated by Noel Heaton and it was evident that it was a readily fusible glass, or flux, strongly colored by iron and manganese so that it resembled jet. But as time went on and colored enamels were required the name was applied to flux of other colors until finally it became a generic term for flux, whether colored or not.

Mr. Knowles proceeded finally to discuss the manner in which the enamel so prepared was manipulated in mediæval times, his chief point being that the whole operation of painting the glass was done in one fire, in contradistinction to the method largely practiced in modern times of first painting the outline, fixing this by firing the glass, and then building up the details of shading by further painting, the glass being passed through the kiln three and even four times before the operation is completed.

The object of fixing the enamel in this way at each stage is to overcome the difficulty, due to the slippery

nature of the glass surface, of laying a second coat of paint over the first outline without disturbing and blurring these outlines; to do this is a matter of great delicacy, and can only be obtained by years of practice if the enamel is prepared for use in the ordinary way, by merely mixing it into a paste with a little gum water.

As Mr. Knowles demonstrated by means of a series of slides, however, mediæval painters never resorted to the expedient of firing their work in stages, but were well able to lay coat over coat without the slightest blurring, which produced a much more satisfactory result. The explanation was to be found in the fact that for the first painting the enamel was mixed, not with plain gum water, but a mixture of gum water and vinegar, which became insoluble on drying, thus preventing the paint from washing up on the application of a further coat.

IVORY YELLOW STONEWARE

IT is quite possible to make a better grade of stoneware by the combination of several kinds of stoneware clay with the addition of some feldspar and flint. In order to make a yellow ivory colored body, it is necessary to use a stoneware clay somewhat high in iron, but which will not bluestone easy. The mixture can be made in different proportions, but thirty-three parts of a plastic clay and twenty-five parts of a more sandy clay in addition to twenty-two parts of feldspar and twenty parts of flint will give good results. If the temperature at which the body is burnt is either too high or not high enough, the mixture should be changed accordingly. A good glaze for such mixture is feldspar fifteen parts, flint ten parts, whiting three parts and kaolin four parts.

ZINC OXIDE GLAZES

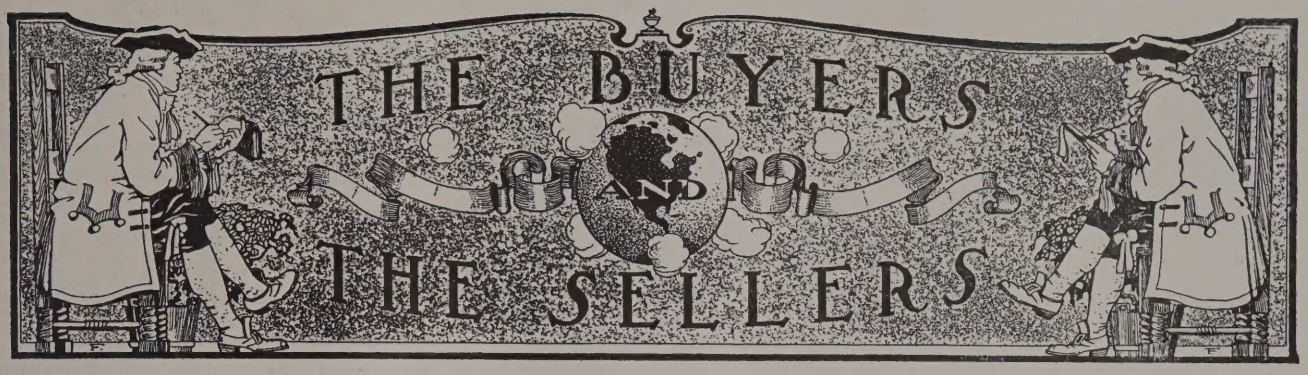
WOLF studied the effect of zinc oxide as an adjunct to glazes of various types:—(1) Lead glazes low in alumina: (a) 2.18 SiO_2, 0.08 AI_2O_3, 0.08 (K_2O, Na_2O), 0.92 PbO; (b) 2.18 SiO_2, 0.17 AI_2O_3, 0.08 (Na_2O, K_2O), 0.92 PbO. (2) Aluminous lead glazes: 2.5 SiO_2, 0.25 AI_2O_3, PbO. (3) Aluminous lead glazes containing boron, alkali, or alkaline earths: (3) 3.3 SiO_2, 0.25 AI_2O_3, 0.50 B_2O_3, 0.5 PbO, 0.5 Na_2O; (b) 2.7 SiO_2, 0.24 AI_2O_3, 0.30 B_2O_3, 0.15 K_2O, 0.40 PbO, 0.15 Na_2O, 0.30 CaO. (4) Non-aluminous glazes containing boron lime, alkalies and lead: 2 SiO_2, 0.5 B_2O_3, 0.25 K_2O, 0.25 Na_2O, 0.50 CaO. The effect of zinc varies according to the firing temperature and composition of the glaze, so that the product may be transparent, cloudy, more or less opaque, crystalline, or matt, according to circumstances. Thus, a glaze with the composition 1.04 SiO_2, 0.038 AI_2O_3, 0.52 ZnO, 0.48 RO, is matt when fired at the temperature of cones o10a and o3a, but crystalline at the temperature of cone 5a: whilst a glaze of the formula 1.6888 SiO_2, 0.140 AI_2O_3, 0.281 B_2O_3, 0.438 ZnO, 0.562 RO, stains in dark patches if fired at the temperature of cone OLOa, but has a milky appearance when fired at the temperatures of cones O3a and 5a. For matt glazes it is preferable to start with lead glazes, low in alumina, than with leadless glazes. As material for crystalline glazes, alkaline and lime glazes with added zinc oxide are equally suitable. In lead glazes low in alumina and alkalies, and in those in which lead oxide is the only RO base in addition to alumina, but to a small extent in lime and alkali glazes free from lead but containing boron and alumina, and also in lead glazes without alumina and boron the molecular quantity of zinc oxide, calculated with the bases RO and R_2O_3 (including boric anhydride) should be equal to one-half the amount of molecular silica present, if matt glazes are to be produced.

The alkaline, alkali-lime, aluminous, and boracic glazes become matt when the molecular quantity of zinc oxide is equal to one-third the molecular quantity of the silica, provided the sum of the other bases is equal to the silica, the best matt glazes being obtained when the ratio of the RO and R_2O_3 bases to the silica is between the limits 1:2 and 1:1. In order to obtain crystals in zinc glazes, it seems important that the ration between the oxygen in the flux and the silica should be within the limits 1:1 and 1:4. The zinc oxide should amount to at least one-third the molecular quantity of the bases.

FAIR SUPPLY OF PARIS WHITE HERE, SAY MANUFACTURERS

MANUFACTURERS of Paris White report that their supply of English cliffstone, which is imported through Hull, England, has not as yet been seriously interrupted by the war in Europe, hence Paris White, which is made from the above, and which is used by potteries chiefly for making the glaze, is still obtainable. High ocean freights and extra insurance on account of war risks have, however, increased the cost of the raw material and some of the manufacturers of English Paris White have made corresponding increase in the price of the manufactured article. Several large potteries who use this material extensively have taken the opportunity to order a supply ahead, thinking, no doubt, that events on the other side may yet become such that the supply will be curtailed or even shut off. This would undoubtedly become true if the Straits of Dover were closed to navigation and their precaution may yet be shown to be a wise one.

The H. F. Taintor Mfg. Co., New York, who are among the largest manufacturers of Paris White, report that they have a fair supply of the raw material on hand and at the present time they are taking care of all their contract customers and regular buyers.



Business and Personal Items About Prominent People in the Different Branches of the Trade

TAKITO—J. M. Takito of the firm of Takito, Ogawa & Co., importers of Japanese china, porcelain and novelties, was a recent visitor at the New York office of the company.

JASMANN—Albert Jasmann for some time past buyer of china, glass and housefurnishings for the Meier & Frank Co., Portland, Oregon, and one of the leading buyers in the trade, will sever his connections with the house on January 1.

ROSENFELD—Ernest Rosenfeld, of London, England, a brother of J. Rosenfeld, of Lazarus & Rosenfeld, New York, paid a short visit to New York the latter part of November. Mr. Rosenfeld is en route to Japan, where he goes to confer with the home office of Morimura Bros., who he represents in Great Britain.

BENNETT—W. Bennett, of the International Bottle Co., London, England, sailed for home on Tuesday, December 15 after a three week's stay in America. While in New York Mr. Bennett was a caller at the office of Pottery and Glass and we were able to help him materially in his search for the manufacturers of lighting glassware, bottles, etc., with whom he wished to get in touch with a view to opening up trade between the United States and the British Isles.

BANGERMAN—H. A. Bangerman for some years past in charge of the lighting fixture and lamp department of the J. B. Greenhut & Co. store, New York, under Mr. Harris, resigned his position last month, and is now connected with the china, glass and lamp department of Bloomingdale Bros., New York. Previous to his connection with the Greenhut store Mr. Bangerman was with Abraham & Straus, Brooklyn.

IGEL—Charles M. Igel, for the past twenty years with Kaufmann's Store, Pittsburgh, Pa., and for many years in charge of the house-furnishings department, will sever his connections on January 1 to take over the china, glass and toy departments of the new Rosenbaum store, which he and Isidore Rothstein have leased.

ROTHSTEIN—Isidore Rothstein, who is interested with C. M. Igel in the leasing of the china, glass and toy department of the Rosenbaum store, Pittsburgh, has been in charge of the china and glass department at the Kaufmann store for the past fifteen years. They expect to open their new department about March 1.

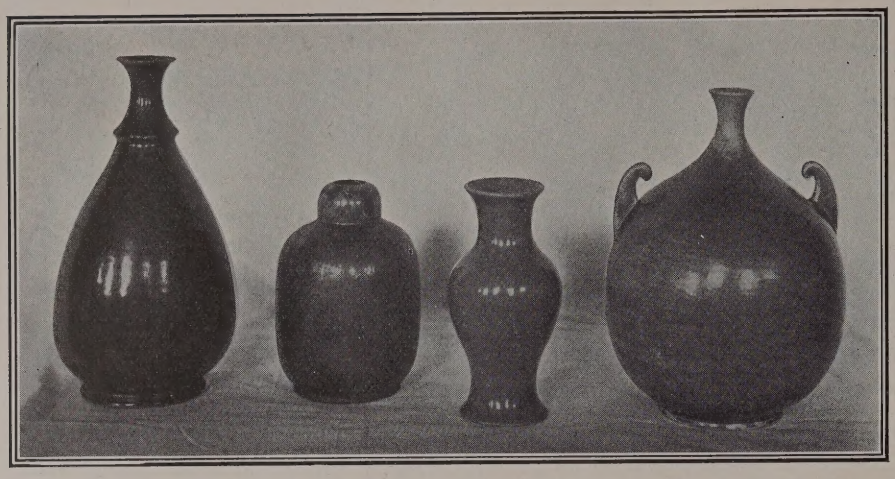
DAVIS—George S. Davis is now connected with the sales force of the Potters' Co-operative Co., East Liverpool, Ohio, and is at present covering the Western territory.

PHILLIPS—Oliver Phillips, for the past year or so sales manager for the Weintraub Brass Co., New York, has returned to the retail field and accepted the buyership of the china, glass and lamp department of the W. & A. Bacon & Co. store, Boston, Mass.

LEVINE—Mrs. J. Levine, for many years head of the china and glass department of Stern Bros., New York, is now buying for the lamp and lighting fixture department of Gimbel Bros., New York, succeeding Thomas Attridge, now with John Wanamaker, New York.

DE LA CROIX—Charles de la Croix, who has been a traveling representative of the H. Northwood Co., Wheeling, West Virginia, for a number of years covering sections of the East and Canada, has been appointed New York representative of the company. He will open a showroom in the uptown china and glass district and display the complete lines of lighting fancy and table glassware manufactured by this concern.

FRAUNTFELTER—C. D. Frauntfelter, for the past sixteen years connected with the Roseville Pottery Co., Zanesville, Ohio, as secretary and sales manager, resigned his position on December 1 to become associated with the Guernsey Earthenware Co., of Cambridge, Ohio, as secretary, sales manager and general business manager.



Group of Fulper Pottery on exhibition in the Newark (N. J.) Museum.

AMIDON—W. R. Amidon has been appointed New England representative of the George H. Bowman Co., Cleveland, Ohio, and will make his headquarters in Boston.

SKELTON—Frederick Skelton, the New York selling agent, has been appointed export sales agent for the dinnerware lines of the Knowles, Taylor & Knowles Co., and is now showing their lines of plain white ware at his salesroom, 71 Murray Street.

GRAY—Horace Gray, for some time past connected with the sales department of George Borgfeldt & Co., New York, has secured a number of lines and will shortly be engaged in business as a Metropolitan representative. The samples of a large cut glass company; a glass tableware and specialty line and the Edwin M. Knowles China Co., will be displayed in the new showrooms.

TEMPLE—James J. Temple, for the past eighteen years connected with Theo. Haviland & Co., New York, has severed his connection with that firm to take over the management of the New York office of L. Bernardaud & Co. Mr. Temple is now in France conferring with his principals.

FRECHIE-WEABER—Joseph E. Frechie, for the past year or so Metropolitan manager for the Pittsburgh Lamp, Brass and Glass Co., will sever his connection with the firm on January 1 to go into business for himself. He will be succeeded by Harry B. Weaber, formerly with the Phoenix Glass Co.

ELLISSON—W. F. Ellisson, a widely-known crockery travelling man, has joined the forces of Geo. F. Bassett & Co., with whom he was connected fifteen years ago. Since his former connection with this firm, Mr. Ellisson has been in business for himself, sales manager of the Iroquois China Co., sales manager of the Pennsylvania China Co., with the Cook Pottery Co., Robert Slimmon & Co., and the Huntington China Co.

SALESMEN'S ASSOCIATION ELECT OLD OFFICERS

AT a meeting of the Pottery, Glass and Brass Salesmen's Association held during the last week in November, the present officers and board of directors were renominated for the ensuing year, with the single exception of Edward Butler, who stated it was impossible for him to serve again. Thomas G. Jones was the choice of the nominating committee to succeed Mr. Butler. Discussion of the advisability of holding the annual dinner in February was taken up at an informal meeting following the adjournment, and Messrs. E. F. Anderson and H. Endemann were selected as a committee to feel out the trade on the subject.

The following list of officers were elected: For president, E. F. Anderson; vice-president, John Nixon; treasurer, George Hamilton; secretary, J. F. O'Gorman, at a subsequent meeting.

Directors to serve three years: H. S. Mirrielees. J. Meredith Miller, Thos. G. Jones.

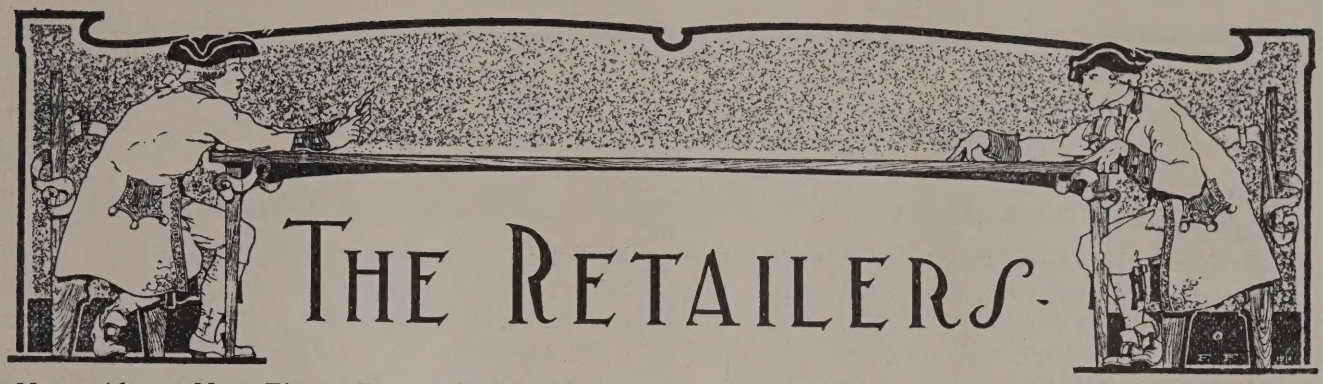
Territorial vice-presidents: San Francisco, Moey K. Lindner; Chicago, Hayden A. Marshall; St. Louis, W. Tracy Bergen; Buffalo, A. H. Sharpe; Boston, Paul M. Phillips; Baltimore, Paul L. Beck; Philadelphia, Louis A. Carter; Pittsburgh, Watson W. Lang; Montreal, A. J. Tourangeau; Toronto, William Junor; East Liverpool, W. C. Lynch.

EAST LIVERPOOL ACCOMODATIONS IMPROVED

BUYERS visiting East Liverpool will have no cause to complain on account of the accommodations at the Thompson House, now under the management of John A. Tunison. The entire property has been remodeled and visitors to the Ceramic City will find every convenience at hand. Mr. Tunison is a man of wide experience having been associated with the Emery Hotel, Cincinnati, in 1885, and later going to the Grand Hotel. He was assistant manager of the Chittenden Hotel, Columbus, for seven years and for two years was manager of the Maple Grove Hotel, Chillicothe, Ohio.

RETIRING MERCHANT GIVES EMPLOYEES INTEREST IN BUSINESS

ACCORDING to advices from Indianapolis, Ind., Louis Hollweg, head of the crockery jobbing house of Hollweg & Reese, of that city, will retire from the firm on January 1. Mr. Hollweg will relinquish his interests in the firm entirely by dividing his stock among the old employees of the firm. The business will continue as heretofore as distributors of china and glassware.



THE RETAILERS

Notes About New Firms Entering the Interior Furnishing Field and Changes in Old Concerns

THREE thoroughly up-to-date crockery and glass stores are being operated in Iowa and Wisconsin by the Folwell Crockery Company, of which J. H. Folwell, of Davenport, Ia., is president and treasurer. In 1904 Mr. Folwell purchased the retail china and glass business then being conducted by the firm of Harms & Shanley, Racine, Wis., established in 1884, and continued the business under his personal direction until August, 1906, when he took over the stock and interest of the L. B. Guy Crockery Co., forming a stock company. In July, 1909, the stock of the Jens Lorenzen Crockery Co., Davenport, Ia., was acquired and the headquarters of the company established in the new location, which was admirably fitted for the purpose, having been used for similar purposes since 1857. On May 1, 1913, the Folwell interests purchased the business of Willard J. Welch, Iowa City, Ia., and a stock company known as the Folwell Company was organized. This store was remodeled and brought up-to-date in every way. The company has been conducted successfully since its inception and the three stores are acknowledged to be the leaders in this line in their section of the country.

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The Lynn & Scruggs Dry Goods & Carpet Co., Decatur, Ill., recently opened their new store with a big reception. The new building replaces one destroyed by fire some time ago.

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An interesting china shop is conducted in Eau Claire, Wis., by Richard F. Kaiser, under the name of Kaiser's China Store. The exterior of the store is an exact reproduction of a German village structure of the old type and is one of the show places of the city. The interior of the store is equipped with every modern convenience for the merchandising of crockery wares, and receives an abundant supply of natural light from the score of large display windows that run along two sides of the building. In speaking of his store recently, Mr. Kaiser stated: "My store really is unique, and though it differs architecturally from the every-day style of business houses, it has become known throughout this section of the country, and I consider it my best advertisement. The electric clock in the tower is also a big asset, for it keeps the public interested in the store night and day, being the only public clock in the city.

"Every spring and fall I have a so-called 'opening.' The store is decorated for the occasion and an orchestra engaged to furnish music during the evening hours. The openings are well advertised, and as we do not sell goods on the opening day we just invite the public to come and look around. We explain and give educational demonstrations of the ware and call attention to the newest pieces, and as the public are under no obligation to buy, they come freely and inspect the stock. In this way I am able to interest many people who it would have been almost impossible to get into the store otherwise."

The Kaiser China Store is one of the remaining few exclusive china stores and enjoys a brisk patronage from both city and suburban trade.

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The Johnson crockery store, Eufaula, Ala., is bankrupt, and a petition has been filed in the U. S. District Court, Montgomery, in which liabilities of approximately $3,500 are listed. Mrs. Minnie Johnson was head of the business. The assets consist of stock on hand and real estate, value of which is not given in the petition.

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A fire which started in the basement among packing material seriously damaged the store of A. B. Stockholm, 306 Main Street, Poughkeepsie, N. Y., early in the month. The stock estimated at $10,000 was almost a complete loss and is covered partially by insurance.

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The new china store of Mrs. A. Schwartz, 815 Main Street, Houston, Texas, was formally opened to the public last month. The additions to the stock have been of great variety and many fine pieces of china, glassware and costly dishes and bric-a-brac purchased in New York markets are being displayed. Before moving from her former location on Travis Street Mrs. Schwartz disposed of her entire stock to make room for a much more attractive line of expensive china and cut glass. Glistening new glass cases with mahogany frames adorn the store.

News from the Potteries

AKRON, OHIO.—The Geo. H. Bowman Company, Cleveland, Ohio, have confirmed the rumor that they have acquired the five-kiln pottery plant of the Summit China Co., of this place. Mr. Bowman stated that many changes would be made, which he was not prepared to make known at the present time. In commenting on the sale a Trenton (N. J.) paper stated: "Inability to secure assurances that there will be any extensive importations of German chinaware into the United States during the coming year has caused a large importing house in the Middle West to take over one of the Ohio potteries now making a line of 'scheme' ware.

"There is an enormous amount of white German china used in the United States annually. This trade will have to be taken care of, and it is proposed to supply china equal in merit to that secured in the past from German factories.

"The body of clay used in this plant will be dispensed with and a high-grade china body will be used. There is not a plant in the western district manufacturing chinaware. According to the general impression, even when the European war is a matter of history, the first factory starting to manufacture this line of goods in the United States is bound to retain its business."

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East Liverpool, Ohio.—T. E. McNicol, who recently resigned as the secretary-treasurer of the Potters' Co-operative Pottery Co., is at the head of a new corporation, organized with a capital stock of $50,000, that has purchased the six-kiln plant of the Globe Pottery Co., of this city. Associated with Mr. McNicol are Thomas Cannon, vice-president, and T. Mills Bennett, secretary-treasurer. The plant will employ on an average of one hundred and fifty people, and, when going full will have an average yearly payroll of $100,000. It is the intention of Mr. McNicol and his associates to be ready to ship ware by February 1. The Globe pottery is one of the best six-kiln plants in the district and has been idle since last February. The new company will make a line of high-grade semi-porcelain ware, the complete sample lines being ready by December 15. Mr. McNicol will be in charge of the sales department. Mr. Cannon will be the general manager and Mr. Bennett will be in charge of the clay department.

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Carrollton, Ohio.—At a meeting of the stockholders of the Albright China Co., the following officers were elected for the ensuing year:

President, M. F. Albright; vice-president, W. T. McNutt; secretary, I. E. Minicks; treasurer, A. E. Albright; assistant treasurer, R. P. Wright; board of directors: M. F. Albright, A. E. Albright; I. E. Minicks, G. W. Dunn and W. T. McNutt.

Work is progressing favorably on the plant. Five kilns have been completed and the whole plant will be enclosed next week. The machinery is rapidly being placed in position and the company expects to be making ware by January first.

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Los Angeles, Cal.—The Los Angeles Porcelain Manufacturing Co., has been incorporated with a capital stock of $250,000. The directors are J. F. Walles, J. C. Hayes, Jr., and Jack Heben.

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Gary, Ill.—The Schmidt Ceramic Company, of Berlin, Germany, has bought the old glass factory at Porter, east of Gary, and will make special chinaware there. Employment will be given to several hundred men. This industry is the first of its kind in America.

OBITUARY

JOHN SANT.

John Sant, president of John Sant & Sons Co., East Liverpool, Ohio, died very suddenly while on a business trip to Zanesville, December 2, of heart failure. Deceased was sixty-eight years old and had been in the clay supply business practically all his life. He was born in Cheshire, England, and came to the United States in 1888. He settled in East Liverpool and established the business which bears his name. Twice married, Mr. Sant is survived by his second wife, four sons and a grandson, who reside in East Liverpool, and by four children by his first wife who reside in England.

J. BORNSTEIN.

J. Bornstein, president of J. Bornstein & Sons, Inc., Seattle, Wash., died at his home in that city last month in his sixty-ninth year. Deceased was the founder of big jobbing house bearing his name, and was conceded the oldest jobber in crockery and glassware on the Pacific Coast. Mr. Bornstein established his business in Seattle in 1882 under the firm name of The Golden Rule Bazaar and was successful from the start. Mr. Bornstein was also credited with being the originator on the Pacific Coast of the 5-10-15c. counter. Deceased was widely known to the trade both here and abroad, having had full charge of the purchasing up to 1905. He is survived by a widow and three sons, the latter all actively engaged in the business.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

THE local display of "Prescut" glassware of the McKee Glass Co., Jeannette, Pa., has been recently enlarged by the addition of two new tableware designs that are entirely different from any other on the market. These two new patterns are particularly attractive and will doubtless prove valuable adjuncts to the line. They are also showing a new line of cut glass under the trade name of "Dimac." This line is shown in a harmonious arrangement of floral and chair bottom cuttings and has occasioned much favorable comment in the trade. In the light cut end of the line they are making some exceptionally attractive merchandise, the new No. 501 line, with its dainty floral treatment and pleasing shapes, is shown on a great variety of pieces. This design has gained great popularity in the little while it has been displayed, and it should prove one of the best sellers at the Pittsburgh glass exhibit during January. The McKee Glass Company is one of the largest manufacturers of tableware in the trade and its entire line will be displayed during January in Room 743, Fort Pitt Hotel, Pittsburgh.

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A splendid line of umbrella stands, jardinieres, pedestals, etc., from the Zanesville Art Pottery is now being shown in the Metropolitan District by E. W. Hammond & Co., 23 West Twenty-third Street. It is a remarkably low priced line and offers a wide variety of shapes, designs, and sizes from which to make selection. A deep, rich glaze is used and is particularly good on the hand decorated numbers, the painted floral pattern showing through in soft, artistic colorings. This pottery is also offering a strong line of plain white and decorated toilet sets, a line of brown and white cooking ware and an exceptionally good line of art vases, the latter consisting of many unique shapes with hand-painted floral decorations. The line offers great possibilities for the dealer who wants reliable merchandise at popular prices.

A large well finished umbrella stand offered at a remarkably low price by the Zanesville Art Pottery Co. Shown in New York by E. W. Hammond & Co.

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Ledden & Bates are showing a number of new shapes and decorations in the Macbeth tumbler line, in gold and silver band decorations that offer exceptional special sale opportunities. The line is one of the lowest priced on the market.

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William Dealing is now showing the complete line of pressed tableware, stationer's glassware and bar goods recently put on the market by the new Dugan Glass Company. The tableware has a brilliant body with a pressed mitre design. The line consists of many original shapes in plates, bowls, nappies, etc. The bar goods end of the line

is very complete, exceptionally good values being offered. A line of cube-shaped ink wells in all sizes is offered for the stationery trade.

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About the first of the year many new and original articles in pottery will be placed on the market by the Brush-McCoy Pottery Co., who expect to have all

Two new items to be shown by the Brush-McCoy Pottery Co. after January 1. The basket-weave treatment is particularly attractive on this cream and buff-colored ware.

their new samples ready for the trade early in January. The lines will be shown at the Pittsburgh exhibit in January in addition to the various agency displays. In New York Cox & Lafferty will place an entirely new line of spice, tea, coffee, salt, pepper, etc., jars on display that will compete with any kitchen set heretofore shown. The new line will be yellow with a white band, the name of the contents being in blue. They expect to make quite a hit with these new sets which have become so popular with the American housewife. The jardiniere, pedestal and umbrella stand line has also received careful attention from the designing department and has been materially increased. Of the new numbers we illustrate in this issue two specimens that will undoubtedly prove strong sellers. The motif after which the ware is patterned is a basket, the weave showing in creamy white through a buff glaze.

* * *

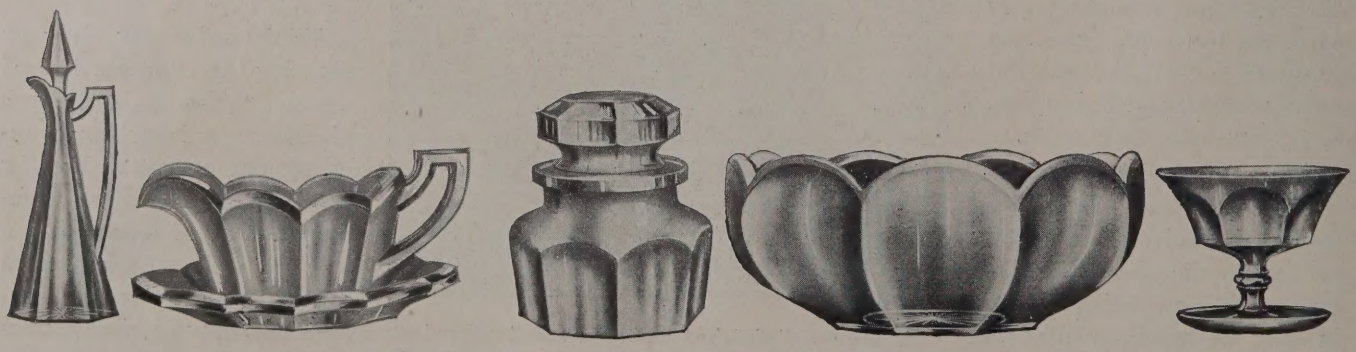
The Chippendale "Krys-tol" glassware line of the Jefferson Glass Co. remains the favorite tableware line both in America and Europe, its clearness, brilliancy, and quaint simplicity of design being distinctive features that no progressive dealer will ignore if he serves a discriminating trade. Since the inception of this charmingly designed tableware, the Jefferson line has been gradually increased, now including an immense variety of articles. The gracefully shaped fruit bowl with its two symmetrical handles and octagon foot; the tall footed flower vase of Moonstone glass in matt finish, are but two of the many beautiful utility pieces in the Chippendale line. A powder and puff box, hair receiver, pickle, horseradish and other table jars are a few of the more recent additions to this quality tableware line. The full line is shown in New York by Frederick Skelton, 71 Murray Street, and at the factory Follansbee, W. Va.

* * *

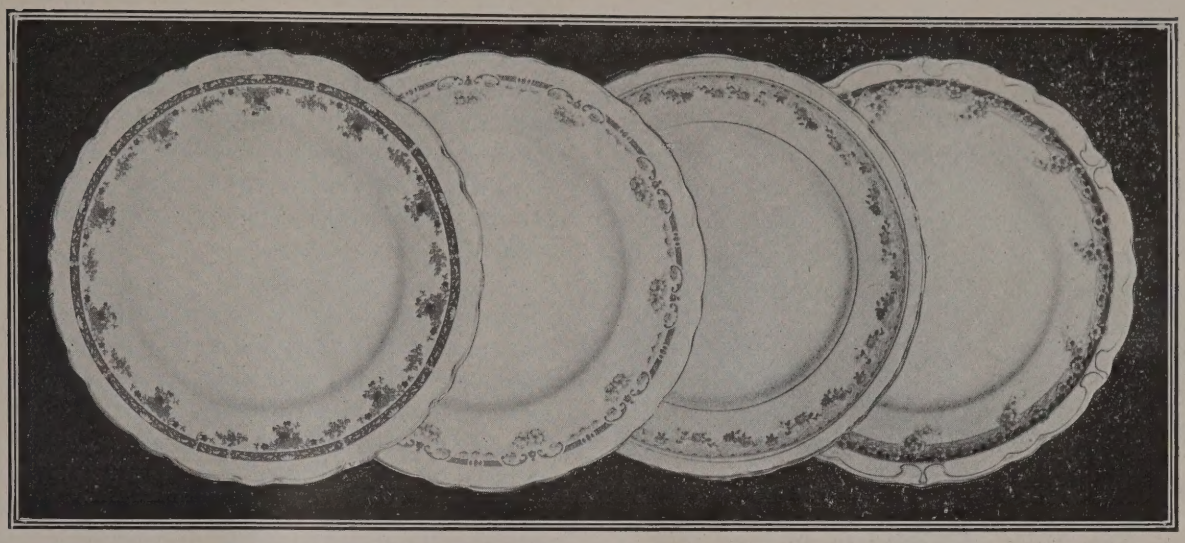
Among the recent additions to the line of quality glassware A. P. Doctor has received from the Central Glass Works, Wheeling, W. Va., are a new optic pinch decanter in two sizes, a new line of tumblers with roll edge and a etched line of stemware and tableware glassware with a small lace border. The latter will be made in a general line, and when complete will include about sixty-five different pieces. The stemware of this line is especially good, and has a graceful concave shape on long drawn French stems. The Central Glass Works display is continually increasing, each week invariably offering something new in glassware.

* * *

A beautiful collection of the art pieces from the Worcester Museum, England, designed by "Hadley," one of the foremost artists associated with the Royal Worcester Porcelain Company, is now on display at the salesrooms of Maddock & Miller. The general



An assortment of "Chippendale" Krys-tol shown in New York by Frederick Skelton, representative of the Jefferson Glass Co.



Four choice designs in the line of semi-porcelain being manufactured at the new plant of the D. E. McNicol Pottery Co. of Clarkesburg, W. Va.

style of the decorative treatment of the ware is Italian Renaissance. The finish is an antique ivory which has been worked into wonderful harmony with raised and chased gold work. The collection consists of urns, vases, large ornamental table and buffet pieces, etc., upon which the representation of antique silver, gold and copper is exceptionally well done, and it is indeed hard to believe that the entire work is done in porcelain. The pieces will make admirable holiday gifts for a few of our wealthy collectors.

* * *

The beautiful iridescent art glassware produced by the Quezal Art Glass and Decorating Co., is now shown in the local market by Franklin C. Barrett, who is displaying a sample line in room 2,001 Woolworth Building. This ware is ranked with the best art glassware made, its beautiful iridescence making it an ornament unsurpassed. The vase line is extremely strong and includes the popular flare topped lily vases in a rich fiery gold; odd shapes of ivory tint with a gold lustre; peacock lustre domes, electric and gas shades; coil opal lined dishes, electric portables, etc., in any color. The factory is located within the Metropolitan district and has a large stock on hand ready for the holiday trade, that they can ship immediately. The company formerly restricted the sale of its product, but have now decided to place it on sale in department stores throughout the country, the jewelry trade and exclusive specialty shops heretofore being the exclusive handlers of Quezal.

* * *

It is with deep pride that the housewife exhibits her pieces of "Lenox" china to her guests, particularly at this time when the slogan "Made in the U. S. A.," is being so strongly advocated. "Lenox" on china stands for the best America produces. The real American china that is specially adaptable for use in the present day Colonial dining room, the designs and shapes are the result of a life-time experience in the making of the finer wares. In the new offerings for 1915 are some exceedingly beautiful encrusted gold patterns, No. J19, having a rich half-inch border of the most delicate workmanship. The line consists of a complete assortment of richly decorated, or plain white, fancy pieces, as well as complete dinner, breakfast and tea services. Be it either "Lenox" bone china or "Lenox" Beleek you will have the satisfaction of knowing you are buying a distinctive ware of the best quality "made in the U. S. A."

* * *

The full line of the Clearfield Cut Glass Company is

One of the decorated lemonade sets made by the McNicol-Corns Pottery Co.

being shown at the salesrooms of the new selling organization, E. W. Hammond & Co., 23 West Twenty-third Street, and covers a full range of cut-glass items from a six-inch pickle to a fourteen-inch punch bowl. Both the popular floral and mitre cuttings are employed, a combination of chair-bottom and floral cuttings, however, predominating. The line is an exceptionally good one and will doubtless win its way in the Metropolitan district readily. Popular prices rule.

* * *

The Roseville Pottery Co. are doing exceedingly well with their new line of art vases. This is especially so throughout the Metropolitan district where considerable demand has been created for the vases among the high-class trade. The adaptability of the vases for lighting purposes has caused W. H. Stockdale, the New York representative, to have quite a number mounted and fitted with harmonizing silk shades. The exhibit shows a wonderful line of shapes and glazes, the mat glazes predominating. The vases range from a small four or five inch one up to the immense floor vases standing two and a half feet high with a diameter of twenty inches at its widest part. No two jars are alike in color or glaze although it is possible to secure two of the same shape and somewhat similar in glaze. Rich mottled browns and grays, matt blues, greens and light browns are shown on a wide range of shapes. In addition to the vase line the Roseville line includes an immense variety of specialties, such as cut flower holders, smokers sets, candle sticks, and odd dishes; a strong line of jardiniers, pedestals and umbrella stands and the regular line of white and brown cooking ware. Taken collectively the showing is an extremely interesting one.

* * *

The complete export lines of the Knowles, Taylor & Knowles Pottery Co., are now displayed at the showrooms of Frederick Skelton, 71 Murray St., and include a complete assortment of plain white hotel ware and a well-balanced collection of decorated dinnerware. The decorations show neat border and spray patterns, as well as the ever popular Indian Tree design.

* * *

Dealers can advise their amateur china painting trade that the agitation in regard to a scarcity of white china is uncalled for, at least, this is the case with Vogt & Dose, who have ample supply of this class of goods on hand to meet all demands, with an assurance that their stock will not be depleted on account of the war. The factories of this company are operating regularly, and as shipping is undisturbed they are getting goods from abroad at regular intervals. In the dinnerware end of the line, particularly openstock, they are also well fortified and can make immediate delivery from a large and varied stock.

C. J. de la Croix, who has been apointed New York representative of the H. Northwood Company, has leased the entire tenth floor of the Farragut Building, 19 Madison Avenue, where he will display the "Luna" lighting glassware, decorated lemonade sets, tableware and novelties of this company after January 1. His father, O. de la Croix, now located at 25 West Broadway, where he displays the lines of several domestic potteries and cut-glass concerns, will share the showroom with him.

* * *

Quite a few of the German factories will not ship new samples this year, and in this particular Graham & Zenger, the sole American representatives of "Rosenthal" china, are particularly fortunate as they have secured many of their new samples. The war has not hindered their business in any way as shipments are arriving on practically every steamer. They have advices that the factories are being operated as usual, and that the artists and decorators have not as yet been called to the colors. A large stock is at the disposal of the trade at their New York salesrooms, 104 Fifth Avenue.

MANY POTTERS INDORSE FEURIT

BROKEN saggers, scaling and cracks in kilns are troublesome little matters that creep into the every day routine of even the most modern of our great potteries. The upkeep is a source of great expense and manufacturers have resorted to many methods of repair in order to eliminate, as much as possible, this continual loss.

Chemists have experimented for years to find a cement or coating with the requisite heat resisting properties. One of the preparations resulting from these experiments is Feurit, a powder, which when prepared with a mixture of Albany clay, silicate of soda and water can be applied to saggers, etc., and becomes a seamless protective coating which does not crack, melt or peel even when subjected to the most extreme heat, sudden changes of temperature or acid fumes.

Potters who are using this powder are strong in their praise of it, the general manager of one large concern manufacturing general ware stating: "We have used more than 1,400 pounds of Feurit during the past eight or nine months and it has certainly doubled the life of our saggers, in fact we have found our saggers are going through the kilns on an average of from twenty-five to thirty times. The correct preparation and application of this material is a simple matter, it being applied to the outside of the saggers in the same manner as the potter washes the inside of the glost saggers. As to its cost, we have carefully compiled our expenses, time, etc., and find that it does not exceed two cents for each sagger treated, and this, as you must know, is an important saving."

We learn from the sole selling agents of Feurit, Messrs. Herold & Jarrett, New York, that the pottery above mentioned has just completed a contract for

1,000 pounds, and recently contracted for a further 2,000 pounds. This represents an investment of about $460, and shows conclusively that this company, which carefully considers operating expense, knows absolutely as to the merit Feurit possesses and the saving entailed by its use. Regarding this saving they refrain from saying anything more definite than the fact that it is considerable and that any pottery is in position to determine this saving, which varies according to conditions, by making a series of tests in their own plant and carefully watching and comparing results.

Two other large concerns, according to the writer's knowledge, have used over 600 and 400 pounds respectively, solely for mending saggers and report that Feurit is superior to anything they have ever used. Herold & Jarrett or their western representatives, the John Sant & Sons Company, of East Liverpool, Ohio, invite correspondence and stand ready to co-operate in every way possible with prospective customers. Glass manufacturers have also found this material of great use to them as it prolongs the life of pots, leers, blocks and firebrick. Some of the firms who have used Feurit with excellent results are: The D. E. McNicol Pottery Co., the Crooksville China Co., the Wheeling Tile Co., the Keystone Pottery Co., the Sebring Pottery Co., the National China Co., the W. S. George Pottery Co., the E. H. Sebring China Co., the American Encaustic Tiling Co. and the Tatler & Lawson Decorating Co.

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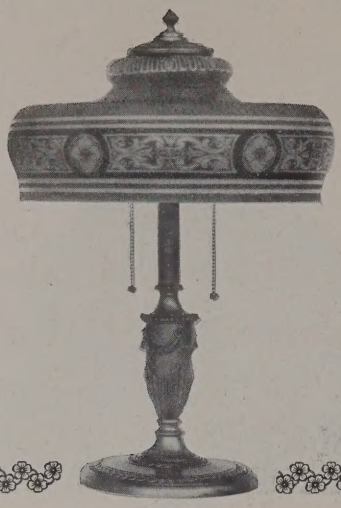

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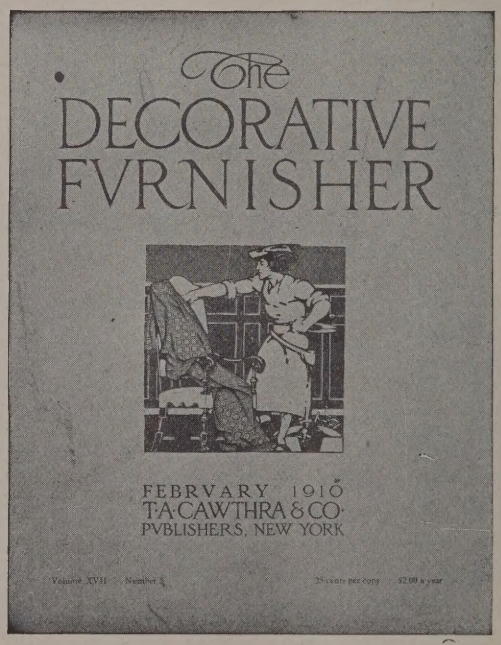

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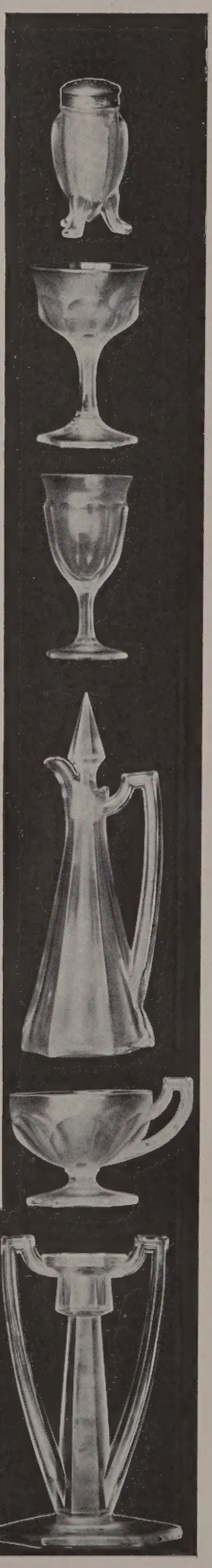

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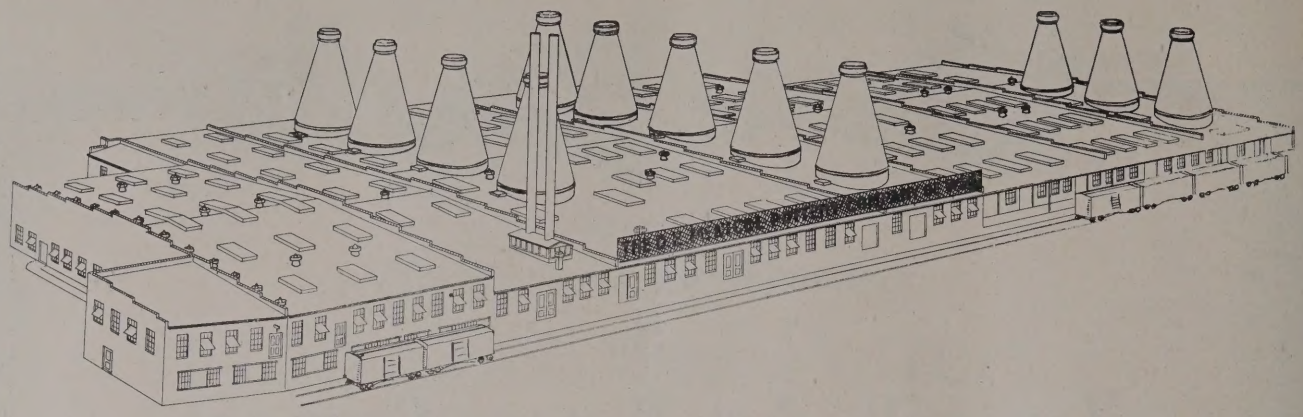

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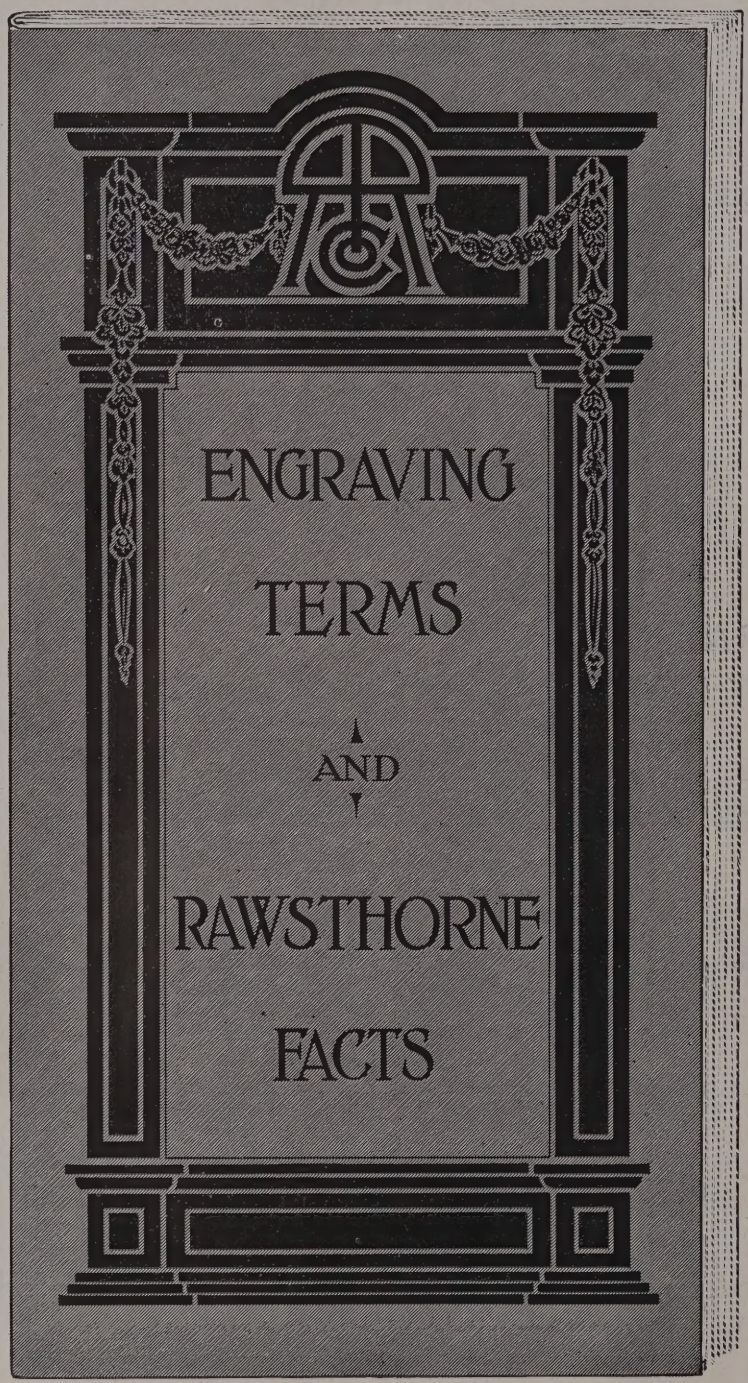

IN THE PREPARING OF YOUR ADVERTISING it is sometimes difficult to decide which process to use in illustrating your ware. This BOOKLET will be a valuable reference, as it explains clearly and concisely Photo-engraving terms. It will assist you in the intelligent purchase of printing plates for your catalogue. You can have one sent to your desk by sending us a card of request.

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1915

ANNOUNCEMENT

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"DIMAC" is the name of the new line of cut glass, which is a beautiful arrangement of floral and chairbottom cutting.

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(For NEW YORK SECTION, see page 100)

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AND BUYERS' GUIDE

1 9 1 5

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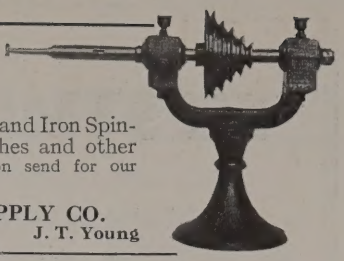

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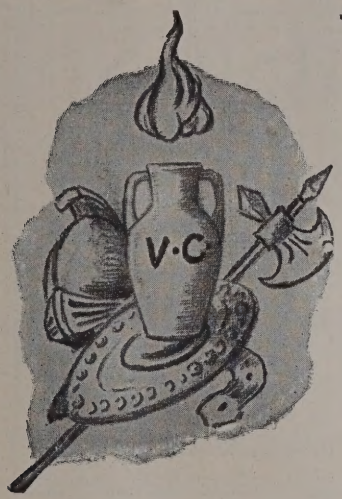

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